




















HARDWARE AGE

Published Every Other
Thursday

August 22,
1940

FOR NEARLY ONE HUNDRED YEARS  ONEIDA HAS
BEEN THE FOREMOST  NAME IN STEEL TRAPS .
DURING ALL THAT TIME  THERE HAS NEVER BEEN ANY
COMPROMISE  WITH QUALITY . TODAY  ONEIDA
VICTOR TRAPS ARE BETTER THAN EVER. ONEIDA
VICTOR SPRINGS  ARE SCIENTIFICALLY TEMPERED
IN AUTOMATICALLY  CONTROLLED HEAT-TREATING 
URNACES. SUCH IMPROVEMENTS AS THE "LONG-LIFE"
VIDE SPRING  AND THE DELAYED ACTION GUARD 
ARE FOUND ONLY IN VICTORS. ADVERTISED  FOR
YEARS  IN LEADING  SPORTING  AND FARM 
MAGAZINES, THE NAME ONEIDA VICTOR IS KNOWN
TO EVERY MAN  AND BOY  WHO TRAPS.
YET-VICTOR TRAPS SELL AT POPULAR PRICES
WHICH INSURE VOLUME AND PROFITS FOR THE RETAILER.

AL TRAP COMPANY OF AMERICA • LITITZ, PA.

It pays to sell

ONEIDA VICTORS

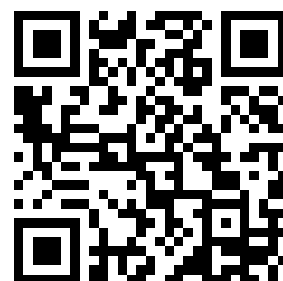
The traps that trappers know



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THIS NEW **BOSS** HEATER-COOKER HAS NEW **"3-Way"** SALES APPEAL

BOSS
PROFIT LEADERS
for Fall Selling

BOSS
WICKS
in counter
merchandise

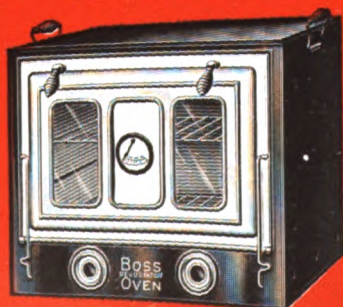


MECCA LUSTRE

Blue Steel
Stove Pipe & Elbows

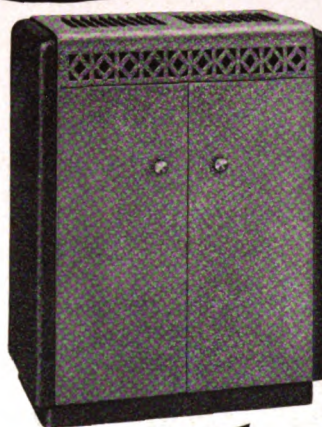


BOSS OVENS



**IT
HEATS**

Boss Heater - Cookers give speedy, economical, efficient, circulating heat and hold steady even temperature, hour after hour. Attractively styled in most modern manner.

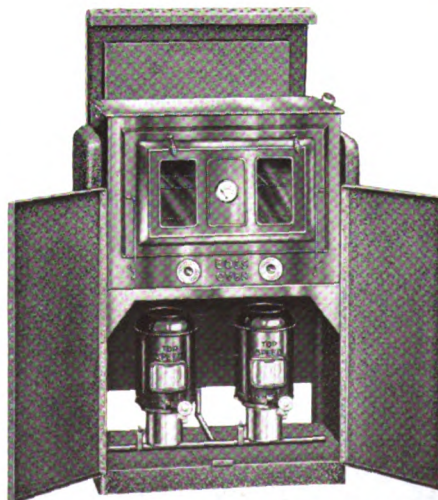


**IT
COOKS**

Boss Heater - Cookers, both heat and cook at same time without diminishing heating efficiency. Are double value for year around use.

**IT
BAKES**

Used with a Boss Oven, the Boss Heater - Cooker can heat, cook, and bake at same time, giving triple use value to fuel.



GET ABOARD WITH BOSS!

Boss means Big Volume, Big Profits to the dealer. Send for details and literature. Get your Boss territory sewed up now.

BOSS THE COMPLETE LINE

The Boss Line includes heaters and heater-cookers, with two burners and single burner, brown cabinets and black cabinets. Meet the need of all pocket books with different lines of prices.



**TWO TYPES
OF BURNERS**

Boss Heaters and Heater-Cookers are available with Top-Speed Long Chimney Burners; and Blu-hot, adjustable wickless burners.

THE BOSS "ROTO-HOT"
A New, Distinctive, BOSS
Development



The ROTO-HOT is a high speed room heater of unusual heating efficiency. Its air channels discharge streams of heated air which rise to top of room, move over the ceiling, down the walls and back to the heater in a continually circulating motion of the air. Its unusual features, attractive style make it a real seller.

THE HUENEFELD CO., CINCINNATI, OHIO

Makers of BOSS Stoves, Ranges and Heaters

with Top Speed Long Chimney Burners and Blu-Hot Adjustable Wickless Burners

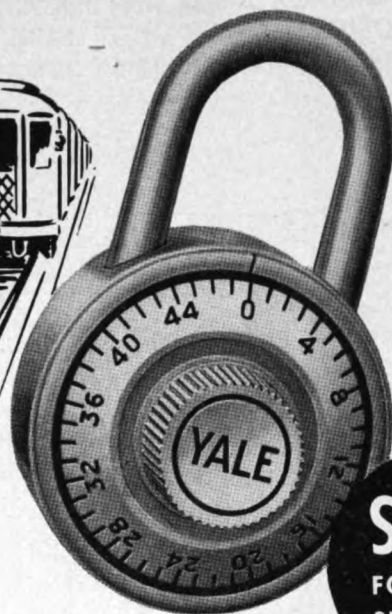


**TOP-SPEED
BURNER**

AUGUST

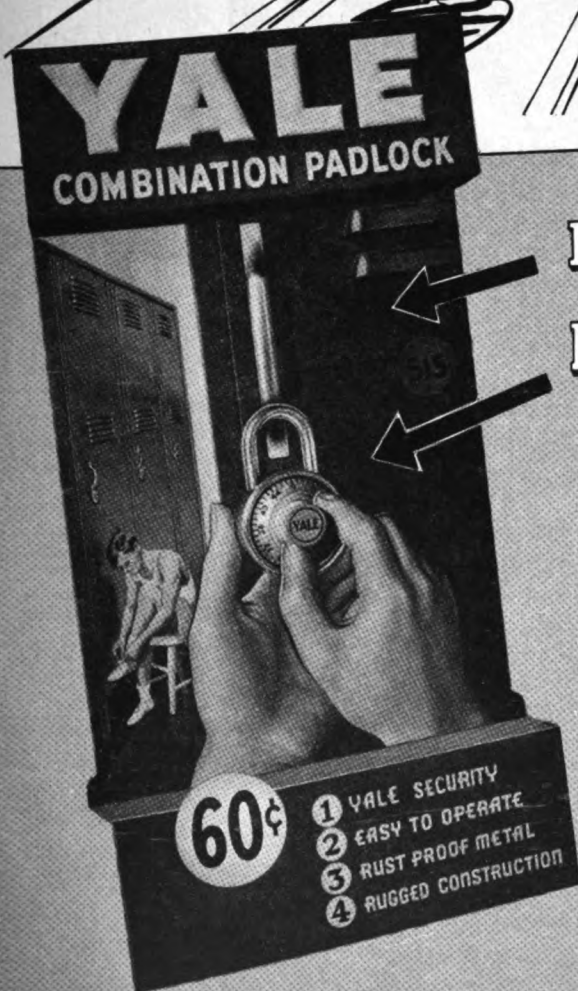
Volume 46, No. 1, New York
\$1.00 per year.

Don't Miss the 515*



**SELLS
FOR ONLY 60¢**

*DEAL CLOSSES SEPTEMBER 2ND



DISPLAY... FREE
PADLOCK ON DISPLAY FREE

YOU SELL 13 LOCKS FOR \$7.80

YOU BUY 12 LOCKS FOR \$4.80

PROFIT MARGIN . \$3.00

62½%

**PROFIT
MARGIN**

**CONTACT YOUR WHOLESALER
TO-DAY!!!**

ORDER THE H 515 DEAL

THE YALE & TOWNE

**MANUFACTURING CO.
STAMFORD, CONN., U.S.A.**

AUGUST 22, 1940

Hardware Age, published every other Thursday by Chilton Co. (Inc.), Publication office, Chestnut and 56th Sts., Philadelphia, Pa. Editorial and Executive office, 100 East 42nd St., New York, N. Y. Entered as second-class matter, March 24, 1933, at the Post Office at Philadelphia under the Act of March 3, 1879. (Printed in U. S. A.) \$1.00 per year. Single copies 15c each. Vol. 146, No. 4.

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SOMETHING WORTH THINKING ABOUT

CONSUMERS' GUIDE, PUBLISHED BY U.S. DEPARTMENT OF AGRICULTURE, REPORTING ON PURE WHITE LEAD PAINT, SAYS: "THIS PAINT, IF USED EXCLUSIVELY, REMAINS THE BEST CHOICE FOR HOUSE OWNERS WHO WISH TO ALLOW VERY LONG INTERVALS, LONGER THAN THE DURABILITY OF ANY OTHER WHITE OR TINTED PAINT, TO ELAPSE BETWEEN PAINT JOBS."



LEADING ARCHITECTS ARE SPECIFYING WHITE LEAD PAINTS FOR BOTH INTERIORS AND EXTERIORS TO GET THE EXACT COLORS DEMANDED BY MODERN "PAINT STYLING."



MILLIONS OF VISITORS TO THE SAN FRANCISCO GOLDEN GATE EXPOSITION WERE IMPRESSED BY THE ATTRACTIVE FINISH OF THE WESTERN PINE MODEL HOME, PAINTED WITH PURE WHITE LEAD PAINT.

TO SUPPLY THE STEADILY INCREASING DEMAND FOR PURE WHITE LEAD PAINT, MANUFACTURERS IN A NUMBER OF LOCALITIES ARE NOW SUPPLYING IT READY-TO-USE... IN WHITE AND COLORS... IN POPULAR-SIZE CANS.



IN LEADING NATIONAL MAGAZINES, POWERFUL ADVERTISEMENTS ARE TEACHING MILLIONS OF HOMEOWNERS THE ADVANTAGES AND ECONOMY OF WHITE LEAD PAINT... SOLD BY YOU!

P.S. IN RECOMMENDING PAINT TO YOUR CUSTOMERS IT'S A SAFE RULE TO SAY: THE HIGHER THE LEAD CONTENT, THE BETTER THE PAINT.

LEAD INDUSTRIES ASSOCIATION
420 Lexington Avenue, New York, N. Y.



HARDWARE AGE

BACK BETHLEHEM BOLTS



*for ready sales
and repeat orders*

A stock of Bethlehem Bolts and Nuts is an effective way of satisfying customer requirements—and of building up a good volume of repeat business.

First of all, Bethlehem Bolts have the topnotch quality and solid value that appeal to customers. Threads are clean-cut, smooth-fitting. Heads are true so that wrenches fit snug and sure. They're the kind of product customers remember favorably, ask for again.

The eye-catching red-and-white labels make it easy for them to do so. Shelves filled with these colorful containers make a bright spot in your store—a landmark which customers remember when they're after a fresh supply of headed and threaded products.

Your distributor can supply you promptly with a good stock of business-building Bethlehem Bolts and Nuts. Get in touch with him today.

Bethlehem Bolts are packed in paper cartons in these sizes:	Machine and Carriage	Lag
1/4" up to 5/8"	5" long	4" long
5/8" and 3/4" up to 7/8"	5 1/2" long	5 1/2" long
7/8", 1/2" and 5/8" up to 1 1/8"	3 1/2" long	4" long

Some longer bolts are packaged in paper with the same attractive label.

BETHLEHEM STEEL COMPANY



LET THE
GREATEST NAME
IN ROOFING...



MAKE BOOSTERS OF YOUR CUSTOMERS

THE formula for success in your business—or any business—pretty much boils down to selling merchandise that *has* reputation and *gives* satisfaction.

Take reputation, for example. When you mention Barrett to a customer, you've traded on the "*greatest name in roofing*." Through unmatched performance records, Barrett has earned a reputation second to none in the roofing field.

But that isn't all. The satisfaction Barrett Shingles give after the sale—their beauty on the house, their lasting resistance to time and weather—make a booster of every customer. Pleased homeowners like to talk to one another about their "roofing jobs," just as motorists do about their new cars.

All of which means extra dollars in your pocket . . . more customers . . . more friends . . . still more boosters! It's really a magic circle—once you get it going. *START IT TODAY!*

BARRETT BROAD SHADOW SHINGLES

"High Style at Low Cost"

This exclusive Barrett Shingle has set a new roofing vogue that's sweeping the country. Its "shadow" is actually built into the shingle, so that roofs have style and charm—a broad, deep shadow even on cloudy days. Tell your customers how easy it is to get a genuine Barrett Broad Shadow Roof on the monthly payment plan.

THE BARRETT COMPANY

40 RECTOR STREET, NEW YORK, N. Y.

2800 SO. SACRAMENTO AVE., CHICAGO, ILL.

BIRMINGHAM, ALA.

HARDWARE AGE

YOUTHS

FARMERS

WOMEN

SPORTSMEN

*They'll be asking
for this New*



Both barrels .410 bore,
Chambered for 3 inch
shells.

Stock and fore-end of
rich, durable Tenite,
handsomely checkered.
Frame, highly polished
and case-hardened.

STEVEN'S

First OVER and UNDER
.410 Bore SHOTGUN
TO RETAIL AS
LOW AS

\$15¹⁰

We are pleased to announce this new "gun-of-many-uses" . . . an unusually attractive value that will bring you *extra* business this fall. Never before has an over-and-under gun with so many modern features been available to shooters at so low a price.

Beginning with magazines out early in September, this new model will be advertised to over 3½ million prospective users.

Its low price, handsome appearance, light weight, light recoil, and low-cost ammunition will attract many *new-comers* to the fascinating sport of wing shooting. Sportsmen will find it ideal for practice; farmers for getting rid of small pests; women and young people for hunting and target shooting.

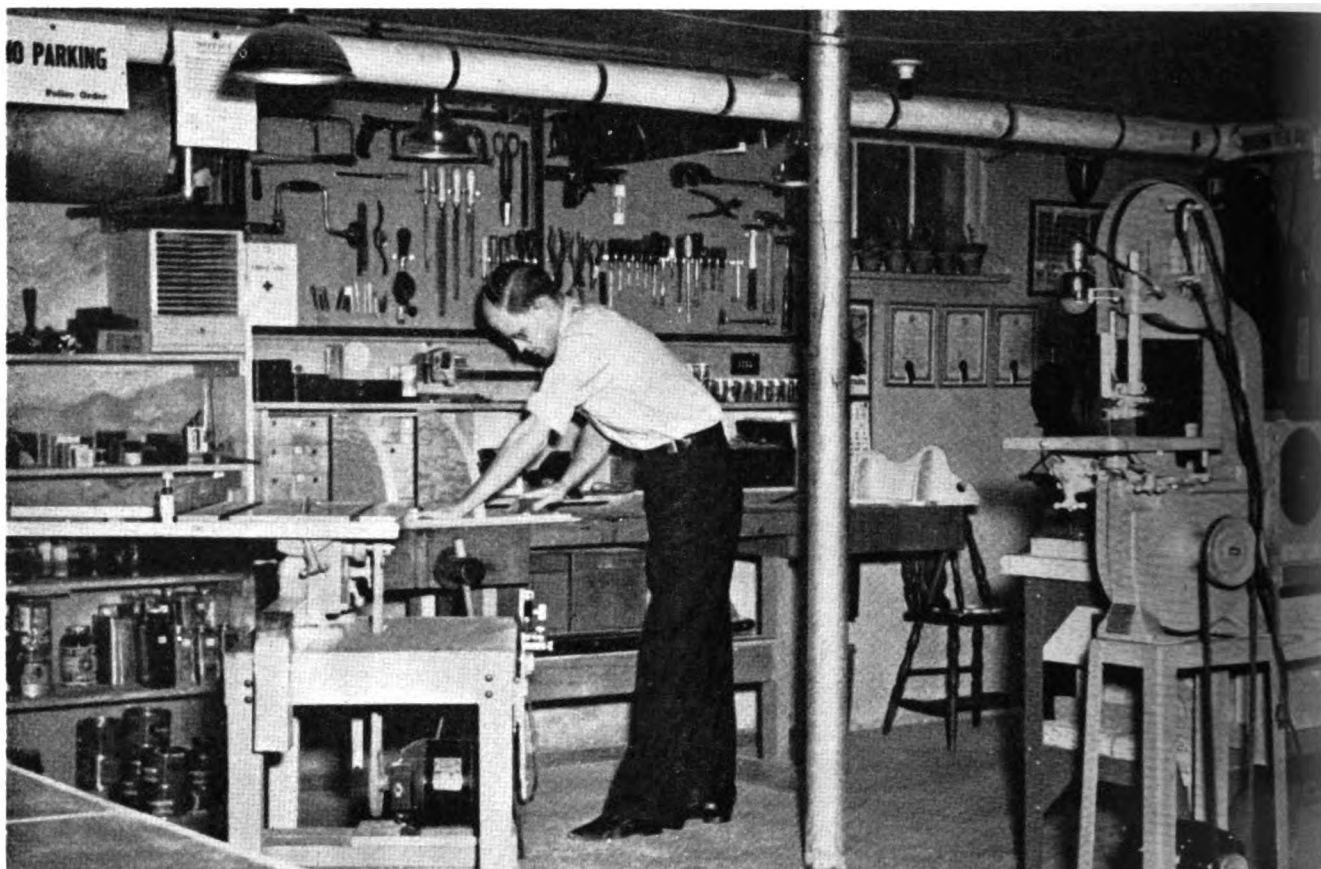
Attractive display material
available about AUGUST 15.

ORDER PROMPTLY FROM YOUR JOBBER

J. STEVENS ARMS COMPANY

DIVISION OF SAVAGE ARMS CORPORATION

DEPT. L-46, CHICOPEE FALLS, MASS.



To Get That Lovely, Hand-Made Finish

To Homecraftsmen with other fine equipment like this, you want to
be able to offer

GARNET PAPERS ("Cabinet" and "Finishing")

LIGHTNING METALITE CLOTH

(Not old-fashioned sandpaper and emery cloth)

You'll increase both your sales* and reputation with the abrasives
Industry uses.

Sell "dime" and "quarter" merchandise this
Fall and Winter instead of "penny" items!

**We can give you the names of Hardware Merchants who, merely by converting customers to these "expert abrasives,"
have built their "sandpaper business" to over \$2500 a year—some as high as \$4000.*

*Let your Jobber help boost yours,
or write to*

BEHR-MANNING, TROY, NEW YORK

(DIVISION OF NORTON COMPANY)

NORTON ABRASIVES

HABO



My Competitors proved to me ... it pays to modernize with a Pittco Front



"I WATCHED my competitors modernizing. Saw business slipping away from me as new and remodeled hardware stores kept taking my customers one by one. I had thought that my reputation, the service I gave, and the quality of the merchandise I sold were enough to insure my continued success. But I can see now that if customers don't like the outside of your store, they just won't come inside. And that's why I'm going to remodel my store with a Pittco Front. I want to be sure I get my share of the business."

When you remodel, see your archi-

tect to assure an economical, well-planned job. Our staff of experts will gladly cooperate with him in planning a Pittco Front to suit your needs. And remember, you can use the Pittsburgh Time Payment Plan — just 20% down, and the balance in easy monthly payments. Send the coupon ... today ... for our new Store Front Booklet, packed with interesting photographs, facts and figures about Pittco Store Fronts.

At the New York World's Fair, see the miniature Pittco Store Fronts in the Glass Center Building, and the full-size Pittco Fronts of the Avenue of Tomorrow in the Forward March of America Building.

WHAT HARDWARE STORE in your neighborhood is drawing the crowds? Two to one it's a store with a modern front. This Chicago store found that a modern Pittco Front is one sure way to increase eye-appeal — win new customers.



PITTCO STORE FRONTS
PITTSBURGH PLATE GLASS COMPANY
"PITTSBURGH" stands for Quality Glass

Pittsburgh Plate Glass Company
2216 Grant Bldg., Pittsburgh, Pa.

Please send me, without obligation, your new book entitled
"How to Get More Business."

Name

Address

City State

Stock

BULL DOG
JAR RUBBERS



BULL DOG

Jar Rubbers

BOSTON WOVEN HOSE & RUBBER COMPANY

OFFICE & WAREHOUSE - 111 N. CANAL ST., CHICAGO

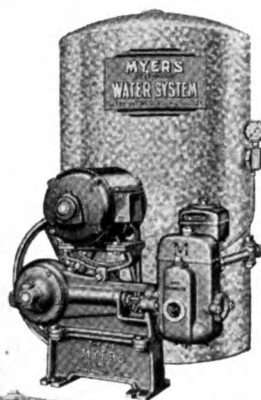
WORKS - CAMBRIDGE, MASS.

A Dribbling Flow-

**Makes
Profitable
Sales/
Go!**



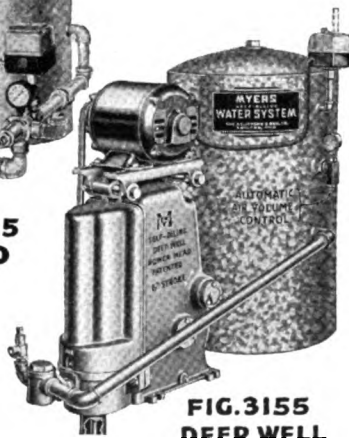
Insure Adequate Capacity and Increased Sales with **MYERS**



**FIG. 3012
SHALLOW WELL**



**FIG. 3135
EJECTO**



**FIG. 3155
DEEP WELL**

When water stops flowing—satisfaction starts going. That's the story being written by small, under-capacity water systems which frequently fail to provide an adequate water supply for ordinary home or farm use.

Here's where Myers Water Systems join the parade. Out in front with plenty of dependable performance values, dealers selling them recognize the importance of recommending adequate capacity for both present and future customer needs. Added to this are other important Myers factors such as precision construction and quality, high efficiency, maximum economy and durability, all of which bring complete customer satisfaction as well as increased business to Myers dealers.

Step in line for greater profits with Myers—make every installation a satisfactory installation—make every installation a profitable installation—the Myers line of Water Systems and the Myers Program behind it pays rich rewards to dealers who go after the business. Ask us.

THE F.E.MYERS & BRO. co.
ASHLAND, OHIO.



MYERS WATER SYSTEMS

**CAN YOU BEAT
THIS OFFER?**

The Greatest Dealer Rope Selling Plan of All Time-

GOES CLICK, CLICK, CLICK!

DEALERS EVERYWHERE SCORE A NEW HIGH RECORD IN PLYMOUTH ROPE SALES

150% INCREASED ROPE BUSINESS! 300% PROFIT INCREASE!!

From the R. H. Viola Stores of Abilene, Kansas, comes this cheery note, Vic Viola says:

"Our Plymouth Rope Sales-Maker has been a real sales maker in our rope business.

"We have it displayed prominently in our store where most of our customers must pass it when in the store.

"The Sales-Maker has increased our rope business 150%, and I believe that this increased business, together with the time saved in dispensing of the rope will increase our rope profits up to 300% or more.

"I believe that our Sales-Maker for rope is one of the wisest investments we have made in our hardware department and would certainly hate to be in the rope business without one.

"Thanking you for your foresight in placing these Sales-Makers with your dealers."

ROPE SALES INCREASE 100%

The Murray Boat Shop of Traverse City, Mich. writes—"I am very keen about the Sales-Maker and think it is one of the finest pieces of equipment that we have in our shop."

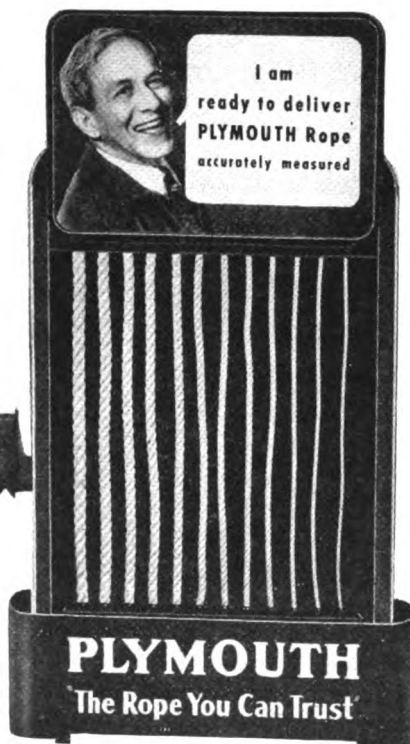
Mr. M. T. Murray further states that the Plymouth Sales-Maker has increased his sales of rope 100%!

HAWAII—HERE I COME!

On order from the Plymouth Rope Honolulu Distributors, Lewers & Cooke, Ltd., a Sales-Maker has just been shipped to a dealer in Hilo, Hawaii.

Plymouth Sales-Makers are spreading like Wild Fire. The record shows installations of Sales-Makers in 42 States, in Alaska, and now in Hawaii.

It all goes to show that hardware dealers know a good thing when they see it.



It's clicking all over the country—right now. And cash registers are clicking faster than ever before, to the increase of sales and profits of dealers' rope business! It's clicking because the Rope Merchandising Plan is sound—it's a natural—it just *can't miss*.

You can't lose! And you *can increase* your rope sales from 25% to 300% by the new Plymouth Rope Merchandising Plan, like hundreds of other hardware dealers who have put the Plymouth Plan to work for them.

★ ★ ★ ★ ★

With six other proved sales go-getters, the central feature of the Plymouth Rope Merchandising Plan is the now-famous Plymouth "SALES-MAKER," that hard working silent partner which can be on your floor selling rope all the time.

THE SIX SALES ASSISTANTS ARE:

1. A Sessions Electric Store Clock—a fine time keeper.
2. A striking Six-piece Window or Store Display lithographed in full color.
3. A pair of interesting Knot Charts which illustrate many useful knots and attract much attention.
4. A handy Rope-by-the-Foot Selling Chart which translates rope poundage into equivalent footage and instantly gives the price by the foot—the way your customers want to buy it.
5. A handsome Decalcomania Sign to remind customers of their rope needs—for your door or window glass.
6. **FREE MERCHANDISE**—SIX PLYMOUTH JUNIOR LASSO ROPES—EACH ONE PACKED IN AN ATTRACTIVE BOX OF STREAMLINE DESIGN—WHICH RETAIL FOR \$1 EACH.

COMBINATION HARD TO BEAT

When you have a product of the highest quality, like Plymouth Manila Rope—coupled with a Dealer Merchandising Plan which cannot fail to greatly increase rope sales—*can any dealer afford to pass it by?*

Write your jobber today for full details. Start now to **HOIST YOUR PROFITS WITH PLYMOUTH ROPE**

PLYMOUTH CORDAGE COMPANY

NORTH PLYMOUTH, MASSACHUSETTS AND WELLAND, CANADA

Division Offices—New York, Chicago, San Francisco

Warehouse Stocks—New York, Boston, Baltimore, Philadelphia, Cleveland, Chicago, Houston, San Francisco

PLYMOUTH

THE *Rope* YOU CAN TRUST



HARDWARE AGE

Invitation to Profit



"POWER OF SUGGESTION" is a great thing. Bring an item of merchandise into the limelight . . . dress it up . . . display it attractively — and right away sales take on a quickened pace.

Here is a popular assortment of Nicholson or Black Diamond quality files (individually wrapped in neat, transparent Cellophane). Give this compact, colorful Display Unit a prominent location —

by the cash register or wrapping counter, or along your heaviest traffic aisle. Then note the lively customer interest. . . . Nearly everybody can use good new files. All most folks need is a passing reminder. The name "Nicholson" or "Black Diamond" tells them they're getting the best. Use the Coupon below to get going quickly.

NICHOLSON FILE CO., PROVIDENCE, R. I., U. S. A.
(Also Canadian Plant, Port Hope, Ont.)

FARMERS need files in the tool-house and implement shed . . . for repairing equipment, sharpening silage-cutters, discs, plowshares, brush hicks, axes, saws.



GARAGES need files for tool sharpening, parts making and fitting, rivet and bolt removals, body and fender work, innumerable repair details.

GARDEN FANS need files for sharpening lawn-mowers, hoes, spades, grass and hedge shears, sickles, edgers, trowels, etc.



REPAIR SHOPS (blacksmith and general) need files for tool making and sharpening, roughing down welds, shoeing, vehicle and implement repairs, etc.

CARPENTERS need files for saw, auger-bit, hatchet, adze sharpening, lock fitting, metal trim smoothing, wood finishing.



HOME-CRAFTERS need files for sharpening knives and utility tools, "hobbying," fitting fixtures, door locks, bolts, keys, etc.

LUMBERMEN need files for hand, cross-cut and circular saw sharpening, axe sharpening, general tool dressing, equipment repairs, etc.



VOCATIONAL STUDENTS need files for model making, work-bench experiments, die making, general practice in the use of files, etc.

NICHOLSON FILES



**FOR EVERY
PURPOSE**

NICHOLSON FILE CO.
25 Acorn Street, Providence, R. I.

I want to prove for myself that a Nicholson Display Unit will increase my file sales. Send me a Unit No. 46 containing popular assortment of 46 files. Cost to me \$7.84 (to allow full retail mark-up).

My Jobber is _____

My Name _____

My Address _____

It's the Right Time

FOR PROFITS!

Why is it that so many smart retailers in your field of business are featuring General Electric Clocks? Is it because G-E Electric Clocks are built right? Is it because they're styled right? Is it because they're priced right?

Yes, it's for these reasons and one more—General Electric Clocks are the fastest-selling line of Electric Clocks in the world!

How can you lose when you pick the winner? Get on the G-E Clock bandwagon, now, and we believe that you, too, will find, "It's the Right Time for Profits!" There's a wholesaler near you who can fill your requirements. If you do not know his name, write us direct.



GAY—A trim occasional model that is gay in name and spirit. Walnut-brown plastic case. Light cream dial. Gold-colored hands, Model 3H-158. Retail, \$3.50. Also available as alarm, Model 7H-118. Retail, Brown, \$3.95; Ivory, \$4.50.



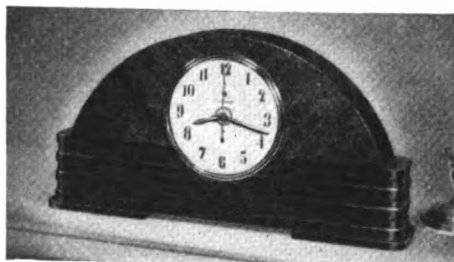
6 BRAND NEW NUMBERS PRICED AND STYLED FOR TURNOVER AND PROFIT!

ORDERLY—An inexpensive alarm model in neatly designed case of walnut-brown or ivory plastic, Model 7H-116. Retail, Brown, \$3.50; Ivory, \$3.95.

ALMANAC—An exceedingly attractive calendar clock that tells the time of day, the day of week, and date of month, Model 8H-14. Retail, \$9.95.



DOMESTIC—A brilliantly styled metal-cased kitchen clock. Available in Ivory, Green, White, Red. Decorative Chrome ribs, Model 2H-10. Retail, \$4.95.



CANDLELIGHT—An exquisitely designed, full size, tambour clock. Matched front panels of costly mahogany veneers. Gold-colored hands, Model 4H-12. Retail, \$9.95. Also available with gong strike, Model 6B-10. Retail, \$14.95.



SADDLE—An original occasional model featuring a smart facsimile leather case, Model 3H-154. Retail, \$5.95. Also available as alarm, Model, 7H-120. Retail, \$6.95.

GENERAL ELECTRIC COMPANY, APPLIANCE AND MERCHANDISE DEPARTMENT, BRIDGEPORT, CONNECTICUT

GENERAL ELECTRIC
Self-Starting Clocks

HARDWARE AGE

Published Every
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No. 4

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AMERICAN CHAIN SALES-MAKER

*makes many sales
you'd miss!*

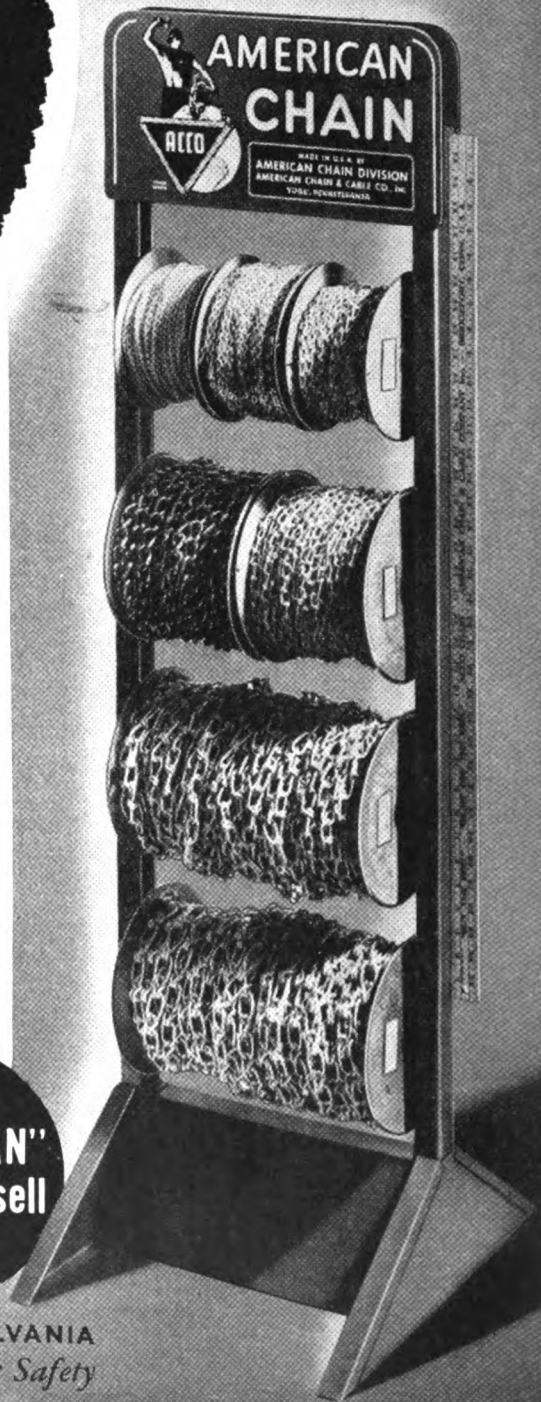
● Many a good sale of chain is lost because people who need it don't think of it when they're in your store.

These sales are not lost when you have an **American Chain SALES-MAKER** on duty. It keeps continually bringing up the subject of chain—and makes many sales for you.

Your wholesaler will show you how easy it is to get a **SALES-MAKER**.

In addition to full lines of American Welded and Weldless Chains we also make cotter pins, eye bolts, cold shuts, lap links, repair links, round eyes, malleable castings, grab hooks, slip hooks, sash chain fixtures, screw hook hangers, shackles, S hooks, sling chain hooks, snaps, special attachments, swivels, toggles, utility jacks, welded rings, harness hardware and many other products.

Sell
"AMERICAN"
when you sell
chain



AMERICAN CHAIN DIVISION • YORK • PENNSYLVANIA
In Business for Your Safety

AMERICAN CHAIN & CABLE COMPANY, Inc.



AMERICAN CHAIN DIVISION
AMERICAN CABLE DIVISION
ANDREW C. CAMPBELL DIVISION
FORD CHAIN BLOCK DIVISION

HAZARD WIRE ROPE DIVISION
MANLEY MANUFACTURING DIVISION
OWEN SILENT SPRING COMPANY, INC.
PAGE STEEL AND WIRE DIVISION

READING-PRATT & CADY DIVISION
READING STEEL CASTING DIVISION
WRIGHT MANUFACTURING DIVISION

In Canada:
DOMINION CHAIN COMPANY, LTD.
In England:
BRITISH WIRE PRODUCTS, LTD.
THE PARSONS CHAIN COMPANY, LTD.

Concentrated Selling:—

All wholesale hardware executives, without argument, will agree with claims of distribution economies incident to greater concentration by retailers in their buying habits. Closely allied with such a basic principle is an equally fundamental hardware industry need for more concentration in wholesaler selling activities. Indiscriminately widespread, overlapping selling programs by wholesalers are common causes which add to present day, high wholesaler-retailer distribution costs—and are just as much a cost factor as indiscriminate spreading of buying accounts by retailers. I have often discussed this double-barreled problem with hardware men, but until recently I never had a first class and first hand example of successful concentrated selling by a wholesaler. Too many wholesale hardware sales executives, over anxious for volume, spread their sales efforts over too wide an area and among too many prospects—thus they often extend themselves beyond a profitable operating operating point. An important and well known Southern hardware jobber embarked on an experiment the first of this year to learn whether or not more attention to fewer retailer accounts would produce more profitable operations. To date the answer is “yes.” A good salesman who had 65 accounts now has 10, yet his sales are, for the first seven months of the year, even with his sales for the same period of last year. This jobber writes:

“This man’s sales for last year were \$92,338.79, and an analysis of these sales revealed a large part of same came from about 10 accounts, and these accounts, are the ones we are

now having him concentrate on; having taken some of his smaller accounts and put them on another salesman. So far this man is maintaining his volume with the few accounts, which goes without saying has reduced our cost per account materially.”

If this salesman can do as much business with 10 accounts in 1940 as he did with 65 accounts in 1939, the other salesmen of this house should be subjected to analysis and similar action. It is obvious that retailer customers of such a salesman will enjoy more frequent calls with sufficient time available on each call to really help keep inventories at the right level, and with sufficient opportunity for considering new lines, sales expansion, etc.

Ideal Set-Up:—

This arrangement provides an ideal and economic set-up. With only 10 accounts this salesman can really serve his customers. He has the time and the inclination, is not bothered with too wide a mileage coverage per day nor with the

worry about how many calls he can work in to each day’s report. Under such a plan a dealer cannot afford to evade the arguments for concentration of his buying—he should quickly be encouraged to do so on the merits of his own personal experiences. Instead of the too familiar and casual “skipping over a want book” or the offering of current “house specials,” this salesman can explain new features of major appliances—make a needed special service call on a local prospect of the dealer for some high unit sale merchandise—adjust any differences between the retail store and the supplier—suggest selling, advertising, display and other money-making ideas he has learned at headquarters, read about in his trade journals, or observed in his other more intelligent and more complete calls—all because he has only a few good accounts to handle—and has the time to handle them properly. The more I think about this experiment the more enthusiastic I become, and the more hopeful and sure I become regarding the future of the hardware business.



Tax-idermy:—

One of my associates, a well known publisher, writes:

"Do you know that the interest on the Federal Debt alone now exceeds \$2,000 per minute, day and night?—Or \$120,000 per hour,—or \$2,900,000 per day,—or \$1,050,000,000 per year?

"These huge and almost unbelievable figures represent interest only. In addition we have interest on state debts, county debts, municipal debts and a varied assortment of other debts of all styles, sizes, and combinations. "The question is—Who's going to do what to who, and who's going to pay?

"I've never been a 'wiz' at mathematics, and I'm frank to confess that I'm utterly confused when it comes to solving problems in modern tax-idermy which, as I understand it, has to do with skinning the poor beast."

This is a lot of money and remember this is your money and my money that is being spent. It must all come from taxes which can only come from profitable business operations.

Ten Cent Sizes:—

Although more acute in the drug trade than in the hardware trade, the difficulty in obtaining 10-cent sizes or packages of standard merchandise has long perplexed independent merchants. A recent order of the Federal Trade Commission should ease this situation and should likewise apply, as legal precedent, in the efforts of independents to obtain any other special sizes of standard items. Presumably, this ruling would not apply to any private brand, patented device controlled by chains or mail order houses but should apply, in principle, to any standard type of goods controlled by a manufacturer. A current news story on this situation explains the ruling as follows:

"The Federal Trade Commission today ordered a manufacturer to cease furnishing 10-cent sizes to certain outlets unless all purchasers competing in resale of such articles are accorded the

facility of packaging in containers of like size and style on proportionately equal terms. The order, issued against Luxur, Ltd., manufacturer of toilet articles and cosmetics, alleged that restriction of 10-cent sizes to novelty, variety and syndicate stores was a violation of the Robinson-Patman act.

"The commission found that 'junior,' or 10-cent, sizes were preferred by many customers because they were easier to carry, helped in retention of fragrance and freshness and reduced waste; that the size of the packaging facilitated resale, and that retail druggists endeavoring to obtain the junior size could get only the large, or 49-cent size, which could not be conveniently divided into smaller quantity units for resale."

If you run into any opposition, from now on, in your efforts to obtain any special sizes currently reserved for chains and mail order houses, remind your source of supply about this FTC decision on the subject. If this fails you have a justifiable basis for making a complaint direct to the FTC.

For Every Soldier:—

Discussing the present state of American preparedness, Col. H. A. Toulmin, Jr., in the July 25 number of *The Iron Age*, asks what has become of the \$7,000,000,000 that has been spent on the army in the last five years. That amounts to \$60,000 for each soldier, he says, adding that one humorist has figured out the following should now be in the hands of each soldier:—

6 Ford cars	\$5,400
2 Limousines	6,000
1 private chauffeur's equipment ..	500
1 private tank	15,000
2 trucks to haul his personal baggage and equipment	3,000
18 rifles	2,500
2 machine guns	3,000
1 private cannon	5,000
26 uniforms	1,300
2 dozen shirts	150
1 dozen silk underwear	75
5 dozen silk hose	60
3 Tuxedo suits	300
2 full dress suits	250
1 Chesterfield	125
4 silk hats	30
1 humidor with 2000 vintage Havana cigars	1,000
1 private wine cellar, champagnes and liquors	5,000
Cash in bank	11,310

Retail Demonstration Week:—

Primarily a department store enterprise, National Retail Demonstration Week merits thoughtful consideration by all retail groups. Peoria, Ill., merchants plan to publicize their important collective position in the community's affairs by telling the consuming public the following facts about Peoria retail stores: number of employees, wages paid, taxes paid, subscriptions given to various charitable organizations and other pertinent data that will emphasize the value of retailing to each community and its collective importance in the welfare of the nation. This is a splendid idea which could be adapted very easily in many other sections, particularly in smaller towns where one enterprising business man could, in a few hours, gather up these essential facts and prepare suitable advertising and publicity for local newspapers or for a broadside during National Retail Demonstration Week which is to be observed Sept. 16 to 21.

Saturday Nights:—

Rock Island, Ill., merchants are experimenting with early Saturday closing. Instead of keeping their stores open on Saturday night until 9 p.m. they close at 5.30 p.m. so that retail store employees may enjoy a longer week-end holiday. To make up for this long-time traditional Saturday night shopping period their stores remain open Friday night until 9 p.m. The same procedure has been tried elsewhere with some success, although the Saturday night shopping idea continues to be an important habit in this country. To help sell this new idea to the public, Rock Island merchants are doing considerable newspaper advertising of "Friday Night Only Specials." Announcing this change these merchants observe "that buying habits of both town and farm folks have changed in recent years" and that "Today most purchases are made with an eye toward Saturday leisure hours." This will be an interesting experiment to watch. If it works in Rock Island it can be adopted in other towns and should have a wide appeal, particularly in the warmer months of the year.

"Since you introduced BOR-LOC to the market, we have increased our business over 100 percent."

—says Mr. S. A. Romain
of Pittsburgh



PHONE: EVERGLADE 3240

ROUSSEL & ROMAIN
Locks ~ Latches ~ Hinges ~ Builders' Specialties
Paints and Glass

1020 WEST LIBERTY AVENUE
PITTSBURGH, PA.



April 29, 1940

Lockwood Hardware Mfg. Company
Fitchburg, Massachusetts

Gentlemen:

Attention of Mr. Duncan Shaw

You are to be complimented on the great strides you have made in Builders' Hardware! I have sold hardware for a number of years and I must say that your line is tops with me, and that we are very proud to be one of your many dealers.

Your line of Patrician, Plastelle, Unifast and Bor-Loc has been a great help to us. Four years ago we organized the present company, and your line of locks has put us ahead of most of our competitors. Your Bor-Loc line especially has filled a long felt need in builders' hardware.

Since you introduced Bor-Loc to the market, we have increased our business over 100 percent. Most of this business we get without any real competition, for contractors and home owners are going for the Bor-Loc line in a big way!

Your line of Super-Closers has also made a big hit with all the contractors who have used these closers. We have sold them on several large projects and have been complimented on doing a good job.

We can truthfully say that the Lockwood franchise has been a bonanza for us, and we would gladly recommend it to any one who wants to take on a successful line.

More power to you and your products - and may you continue your great work in the builders' hardware field!

Very truly yours,

ROUSSEL & ROMAIN

S. A. Romain
S. A. Romain

SAR:MP

**LOCKWOOD
DEALERS SAY . .**

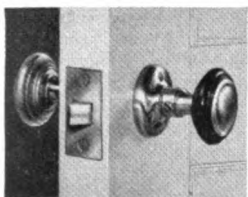


This is John Turk, who calls on Mr. Romain for Lockwood. He travels Western Pennsylvania, Ohio and West Virginia, and will be glad to show you the entire Lockwood line.

BOR-LOC

Bor-Loc can actually be applied in one-fourth the time required for ordinary latches, saving a substantial sum even on single residence installations. This husky, high quality interior door latch may be used with

any metal or glass knob, or with Lockwood Patrician colored plastic knobs. Ask today for full information.



PATRICIAN
PLASTELLE

UNIFAST
EQUIPOISE

BOR-LOC
CAPE COD

Each of these names represents an outstanding Lockwood development or improvement in Builders' Hardware.

Lockwood Hardware Mfg. Co.

Division of Independent Lock Co.

Fitchburg, Massachusetts



"Fair" Labor Standards

A few case histories which demonstrate that the Wage and Hour Law, instead of bringing the reforms promised, is, in many cases, causing hardship for workers

THE TRUCK DRIVER rapped on the general manager's door. Then he opened and looked inside.

"Come in, Jim," the manager said. "Want to talk to me?"

"Mr. Blodgett," Jim started, "I'm doin' pretty well drivin' for you, aren't I?"

"Sure you are. A good worker—and a perfect safety record, as I remember."

"That's right. But I don't want to be drivin' trucks all my life. I'd like to work up in this firm. A lot of men have gone up from drivers, they tell me."

* Reprinted from July 1940 issue of Nation's Business by special permission.

"Most of us started in as drivers or warehousemen," the manager said. "But of course you've got to know more about the business than you get from the cab of your truck."

"That's what I want to talk to you about," Jim answered. "My work-week is generally over Thursday night. Now I'd like to put in Fridays and Saturdays in the retail stores—stockin' 'em and so on. If I can learn the retail end of the business I might be useful to you in the office or on the sales force."

The manager was interested. "I'd like to help you out, Jim. Of course, we don't need any more men in the stores—"

"I don't care what you pay me," Jim said. "Don't pay me anything. Just give me a chance to get ahead."



"I'd call it the 'unfair' labor law!"



"We can't do it. We'd be evading the Fair Labor Standards Law."

in Name Only

By WILLIAM H. KELTY*

"Maybe we can, Jim. I'd give it some thought."

By "giving it thought" the manager meant he had to consider Jim's request in the light of the Fair Labor Standards Act and its application to that firm. Under the 42-hour week, the management was paying truck drivers a base rate of 70 cents an hour. In addition, by agreement with the union, it was working the men enough overtime to pay them what they used to get for a 48-hour week before the Wage Hour Law went into effect.

Jim was a good man. He might go pretty far in the business. But costs were already 'way above what they should be. If Jim were

given that retail experience, it would cost the company \$1.05 an hour for a man it didn't need. If the firm could only pay the base rate of 70 cents for this overtime they might swing it. But \$1.05 was too much. When Jim came in again, the manager had to tell him his request couldn't be granted.

"But you don't even have to pay me for this work," Jim protested. "I just want the experience."

"We can't do it," Blodgett replied. "We'd be guilty of evading the law if we tried to. The Fair Labor Standards Act says so."

"Fair!" Jim snorted. "If you ask me, it's the *unfair* labor standards act."

While the manager's name

wasn't Blodgett and the driver's wasn't Jim, this actually happened recently in the office of a large food distributing firm. It was just one of many cases in which the Wage and Hour Law has penalized not only the employer who pays wages far above the Act's maximum figure, but his workers as well. Jim, the truck driver, doesn't have much reason to sing the praises of the F.L.S.A.

Neither do boys and girls who are being denied the chance to learn a business by strict Wage and Hour interpretation. An Iowa firm wanted to give a lift to the younger brother of an employee. The boy asked whether he might learn to run a tabulating machine



Since the job was unrelated to their regular work, he gave them separate checks and kept no time sheet. This resulted in a charge of falsifying records.

for the company, a kind of training he couldn't get in school. Though the boy wasn't needed in the business, he was put to work operating the machine without pay. Three months later he was given \$20 a month to take care of his carfare and lunches and to make him eligible for compensation in case of accident. Three months later he was advanced to \$65 a month and then \$75. His training had made him a permanent employee.

"These boys are all eager to get acquainted with our firm and with the industry. Before the Wage and Hour Act went through, one or two of them used to come to my office fairly often at closing time, ask if I was busy and sit down if I wasn't. They would tell me their ideas about the business and we'd discuss them — sometimes for hours. I'm afraid to let those young men come in like that any more, though. Overtime provisions may prevail."

The drivers want to work out a weekly pay schedule but the law won't let them.



But Wage and Hour Division investigators got busy and forced the firm to pay the boy \$123 in "back wages" allegedly owed him. If the lad had drawn no wages at all while learning, the company might not have been liable. But "pay him anything and you must pay him the full minimum," said the investigator. Other boys and girls who will want chances to learn a business in the future will regret that the Act is inflexible. Managers may not be so willing to give unnecessary learners an opportunity.

University business graduates, too, have been handicapped by administration of the Act. Here's the story of a petroleum distributor who hires several college men every year:

Undetermined hundreds of employees are being harmed by provisions of Interpretative Bulletin Number Thirteen of the Wage and Hour Division. One section forces employers to pay workers for time voluntarily spent at meetings or lectures, if the subject is held to be "directly related to the employee's work."

Thus a wholesale stationery store must forbid inside salesmen to go to meetings arranged primarily for outside salesmen, even though the inside workers want to attend for pointers on doing their jobs better. Injustices of this kind will probably continue as long as the Act, interpreted as it is today, remains with us.

A major sore point, partly administrative, partly legal in origin,

is the illiberality of exemptions from overtime provisions for persons in executive, administrative or professional positions. Even a corporation officer whose salary is \$5,000 a year may not be beyond the Fair Labor Standards Act.

One such man, a certified public accountant, is secretary, though not a director, of a midwestern corporation. His job is to handle audits of the company's main office and its branches in other cities. While at the branches, and in times of heavy work, he often puts in more than 42 hours a week. He handles some routine matters. He has nothing to do with hiring and firing. So, despite his position and income, he may be covered by the Act. The attempt to arrange his hours to comply inconveniences him and the company.

Definitions Aren't Practical

Strict definition of what an executive is should, and probably will, be relaxed by the Wage and Hour Division. Present regulations state that an employee in a *bona fide* executive and administrative capacity must be paid at least \$30 a week, must direct other employees and manage an establishment or department thereof, must have a special voice in hiring, firing, advancement and promotion of others and must do "no substantial amount of work of the same nature as that performed by non-exempt employees of the employer." Officials of the Wage and Hour Division have frequently declared that, if more than 10 per cent of the time of the person in question is spent in work done by non-exempt employees, there may be no exemption.

Several bills have appeared in Congress to correct this situation. Newspaper publishers and others have demanded special consideration for persons in an administrative capacity who are not necessarily executives.

Evidence from many employers makes it clear that the Act has gone far beyond its original purposes. Americans were told, when the legislation was first proposed, that the F.L.S.A. would eliminate

(Continued on page 98)



HARDWARE MEN'S *Hobbies*

And Hardware Women Have Hobbies, Too

Collecting prints of ships, stamps, autographed books, cartoons and receipts are the various hobbies of Miss Isabel Taylor, assistant manager of the hardware business operated, in Philadelphia, N. Y., by E. Burt Taylor. She also enjoys gardening and makes a specialty of raising gourds. Miss Taylor is shown, in her den, in which she has 54 ship pictures, including paintings, engravings, silhouettes, pictures embroidered in wool, silk and cotton. Then there is a needle sketch, a footstool covered with burlap and embroidered in yarn, a wood corner cupboard in the shape of a sailboat and bookends, door stops, etc., with reproductions of ships. Her stationery, book plate, playing cards, knitting bag and other personal effects have the ship motif. Her den also has ship models. The collection of books includes autographed copies of works by John Craig, Amelia Earhart, Walter Edmonds, Robert Frost, Richard Halliburton, Victor Heiser, Mark Sullivan and Hendrik Willem Van Loon. Her copy of "Ships That Have Made History," written by Gregory Robinson, was sent to him in England for an autograph. When Mr. Robinson returned the book he included a painting of the "York." A copy of Hendrik Willem Van Loon's book, "Ships," is autographed and has a ship painted in it.



Hunting and fishing are the chief hobbies of L. B. Roth, general manager, Eclipse Lawn Mower Co., Prophetstown, Ill., and his wife. Mr. and Mrs. Roth are shown with a 45-lb. muskie landed last year by Mrs. Roth in Eagle Lake, Ontario, Canada. The big muskie was 54 in. long and had a 27-inch girth. On the same trip Mr. Roth hooked and landed a 24-lb. fish of the same type. Pictured also are the three Roth youngsters following the return of their parents from a hunting trip to Lake of the Woods, Ontario. The two good-sized deer were bagged by Mr. and Mrs. Roth.

HARDWARE AGE INVITES ALL HARDWARE MEN TO SEND IN THEIR HOBBY PHOTOS.
ALL ARE WELCOME—DEALERS, WHOLESALERS, MANUFACTURERS AND THEIR SALESMEN.

AUGUST 22, 1940



Coleman Window Background—This window display piece in natural life colors is offered by the Coleman Lamp and Stove Co., Wichita, Kan., to help dealers sell camp stoves and lanterns. It is 27 in. wide and 18½ in. high.



Butcher Knife Display Case—An attractive, glass front, butcher knife display case developed by Landers, Frary, & Clark, New Britain, Conn., is available to dealers stocking this line. The case is included free with the purchase of an assortment of knives.

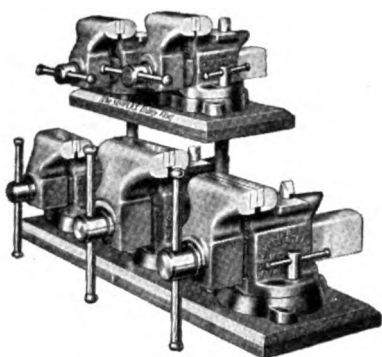


Speed Queen Window Display—Set consists of six Brownies on cards which call attention to different features of the Speed Queen washer. Cards are in full color. It is offered by Barlow & Seelig Mfg. Co., Ripon, Wis.

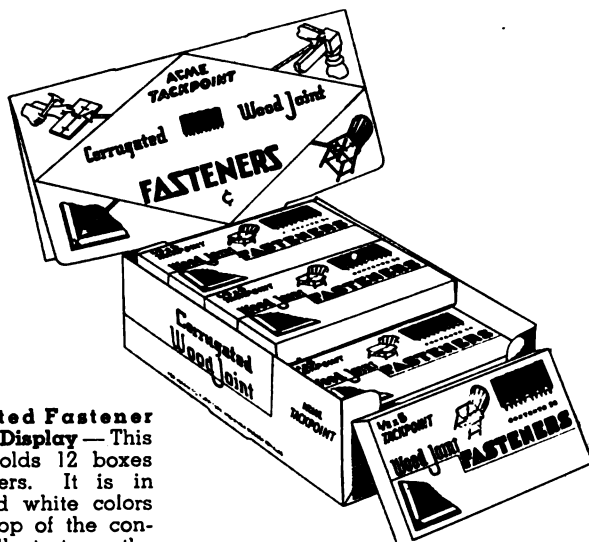
"Maestro Hands" Radio Display—Particularly striking as window and floor display pieces are the "maestro hands," the moulded reproductions of the hands of a famous symphony conductor, baton poised, with an open musical score before him. The musical score display rests on top of one of the new G-E console model radios. Hands are giant size. The display is offered by the General Electric Co., Bridgeport, Conn.



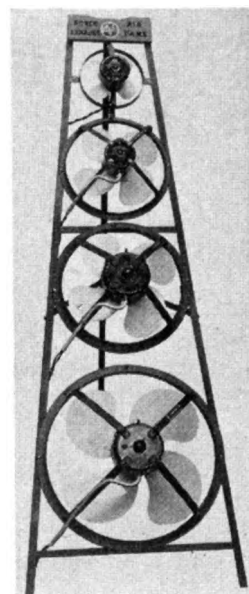
To Help You Se
Manufacturers Offer The



Vise Display Stand—It is strongly constructed of clear oak, varnish finish, and will hold five sizes of Simplex Utility Vises. Is given free with the purchase of one or more of each of the five sizes of vises. Offered by the Desmond-Stephan Mfg. Co., Urbana, Ohio.



Corrugated Fastener Counter Display—This display holds 12 boxes of fasteners. It is in green and white colors and the top of the container illustrates the many uses of the fasteners. It is offered by the Acme Steel Co., 2840 Archer St., Chicago, Ill.



Exhaust Fan Displayer—A compact, easel-type rack, displaying Victor Force Air exhaust fans, is offered to the jobber by Victor Electric Products, Inc., Cincinnati, Ohio. The rack shows four fans, all of which can be operated. It is finished in maroon and ivory.

Sell More Goods

These Display Helps



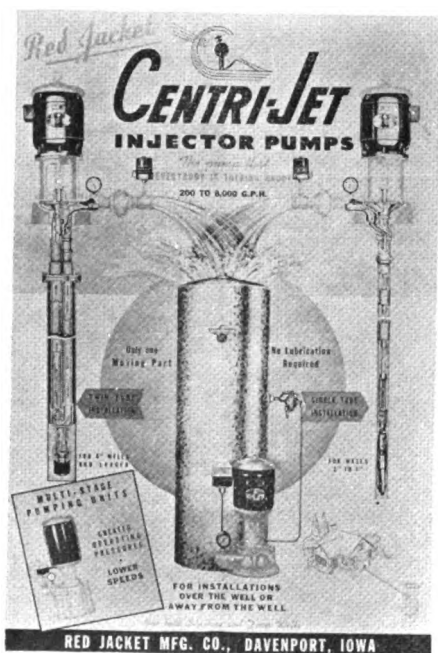
Round Oak Banner—A silk banner with lettering of gold or white on a royal purple background is offered by the Round Oak Co., Dowagiac, Mich., to identify dealers as Round Oak distributors. The banner is 38 by 57 in. in size. It may be purchased at a cost of \$1.50.

Flashlight Merchandiser—Stressing the use of flashlights during vacation time, this striking floor display offered by Winchester Repeating Arms Co., New Haven, Conn., is aimed to capitalize on impulse buying. The display is 4½ ft. in height and occupies 2 sq. ft. of floor space. Popular selling, streamlined flashlights are featured. This Vacation Special Merchandiser comes with Winchester Vacation Assortment No. 18.





Coleman Action Display—The background unit of heavy wallboard in this display offered by Coleman Lamp and Stove Co., Wichita, Kas., is 6 ft., 6 in. high, and 5 ft., 6 in. wide. The moving center panel tells a complete sales story on the heater, and is illuminated. Another motor unit opens and closes the heat reflector doors on the heater. Complete display with motorized unit cost dealer \$10.00 on the cooperative basis.



Centri-Jet Wall Poster—This poster explaining the workings of these Red Jacket units is offered by the Red Jacket Mfg. Co., Davenport, Iowa. It is a splendid sales aid and will attract attention when used as a display piece.

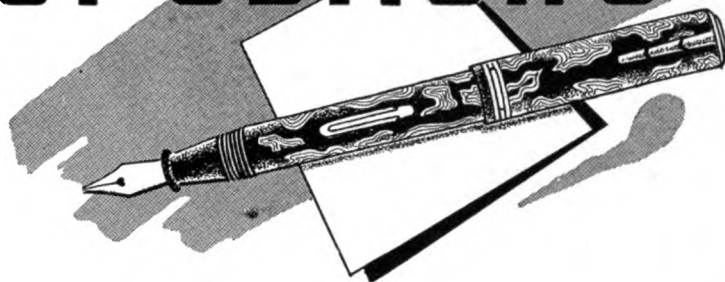


Yale Padlock Display—Attractive window and counter display piece designed to promote the sale of the new Yale 515 Combination Padlocks is offered by The Yale & Towne Mfg. Co., Stamford, Conn. Card and one lock are free with the purchase of a dozen locks. Ask your wholesaler.



Lufkin Steel Tape Display—A four-color counter display or window card approximately 9 by 15 in. with easel back is offered by the Lufkin Rule Co., Saginaw, Mich., to feature the Chrome Face steel tapes. The display is furnished free to dealers who order one 50 ft. "Leader" tape.

GUEST EDITOR'S PAGE



Presenting Our Guest Editor

HAROLD S. CLOSE

Vice-President

Ayres & Galloway Hardware Co., Inc.

Middletown, N. Y.

and First Vice-President,

New York State Retail Hardware Ass'n



HAROLD S. CLOSE

Whose Subject Is

Chain Store Competition

CHAIN stores and semi-"co-ops" are here to stay. They are, and will continue to be, real competition on price. Once a policy or price is decided upon, or large purchases are made at a central point by men who never leave their offices during the day, the wheels are set in motion for hundreds of units. This is true with advertising, window trims and store display. Thus the local chain store manager can devote the greater part of his time to selling, management and planning.

Chain store managers seldom become too involved in local community work such as Scouting, the Y.M.C.A. and lodges. In contrast the independent is "all in one." True, he delegates a good deal to his employees, but in spite of this

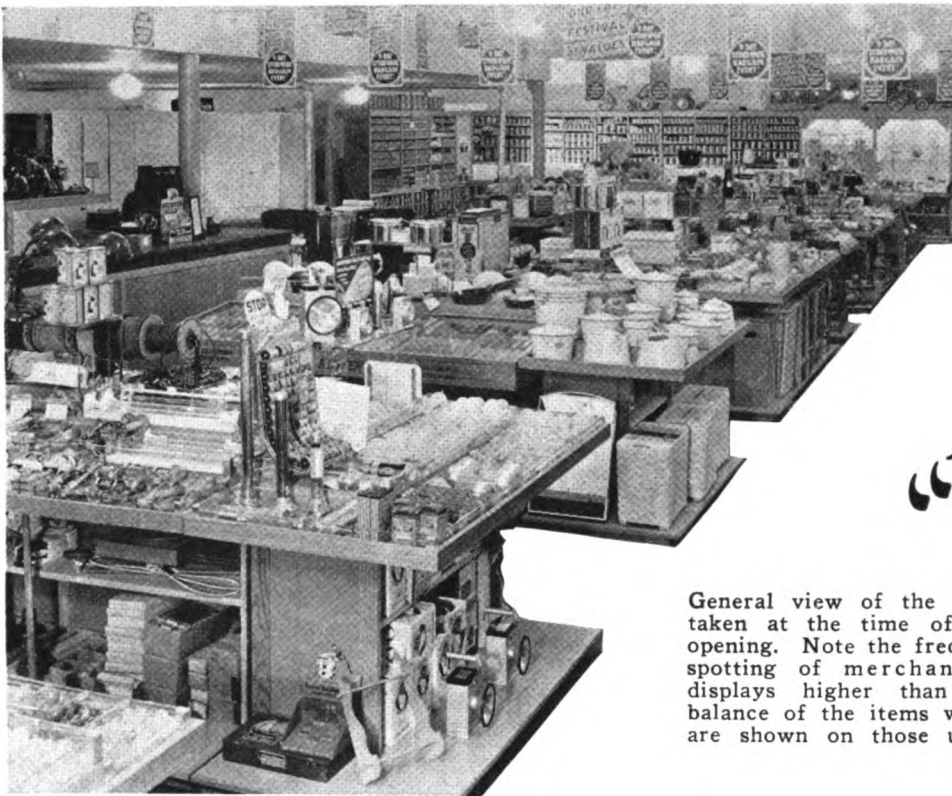
he must be on the floor many hours a day. It must be conceded, however, that once the independent dealer learned to shop chains, study their methods and adapt what he could, he began his offensive. He learned that chain store price competition was not the "Big Bad Wolf" he thought it was. He found that when he took the monkey wrench and loosened his pocket book for advertising in local newspapers and by mail he could pack the customers in the store beyond his fondest hopes.

Catalogs have always been intriguing and otherwise useful, and they always will be. Many people enjoy the thrill of writing a letter and the importance of making out a money order. They enjoy the anticipation of awaiting the arrival

of the items—right or wrong, good or otherwise. True, much of this thrill is lost today by reason of the presence of chain retail stores. Today these people also receive mail from independent dealers. Since many people like to receive mail—other than at the first of the month— independent retail hardware dealers should send out more mail.

Although people are buying better quality and higher-priced goods today, many merchants are still so depression-minded that they do not seem to realize this demand for better merchandise. Some dealers hesitate to restock quality goods, primarily because they feel the price is so far above those of the chain stores. And yet chains by no means establish the market. A lawn mower was put on the market three years ago, with a price considered so high many dealers were loath to stock even one. The machine sold itself, the price was secondary and dealers were amazed

(Continued on page 92)



“People

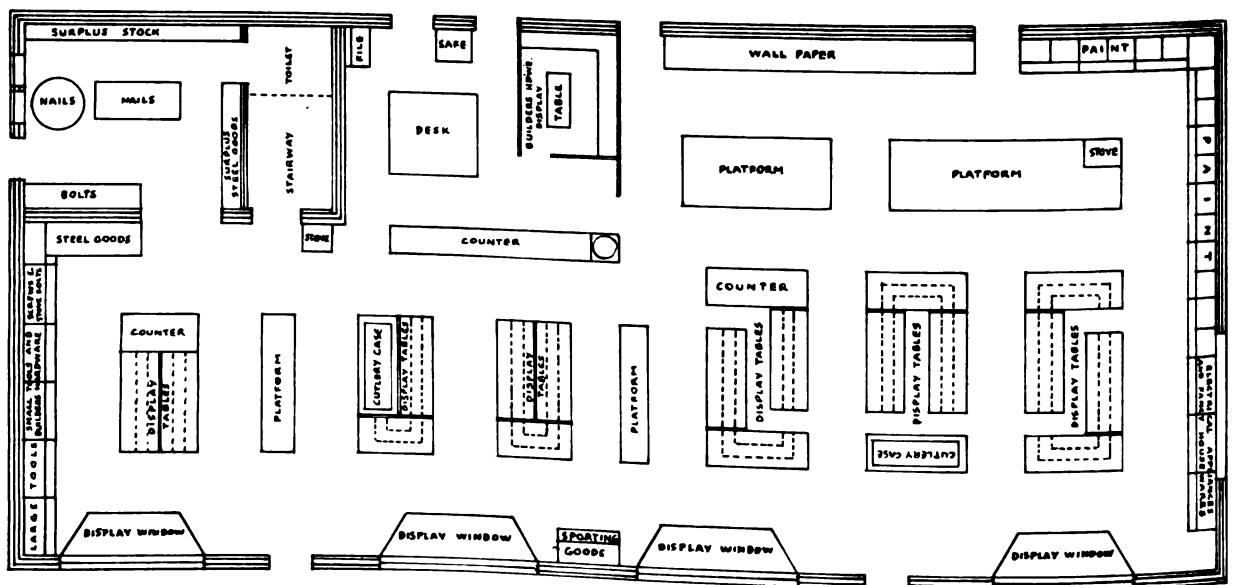
General view of the store taken at the time of the opening. Note the frequent spotting of merchandise displays higher than the balance of the items which are shown on those units.

STILLWATER, Okla., a community of 8000 population, has chain stores which provide competition for local independent merchants. And, like many other smaller communities, it is within easy reach of several fairly good-sized, growing cities. The hardware store of the Kermit Ingham Lumber Co. was modernized late

in 1938, for the purpose of increasing the flow of traffic and attracting more women customers to the store. The plan has been successful and it was conclusively proved that both the women and the men of Stillwater and the vicinity like the new arrangement.

On the opening night, in November, 1938, the weather was

very bad, yet there were from 1200 to 1500 visitors who received advertising novelties and souvenirs, no sales being made on that occasion. The new set-up permits a free flow of traffic throughout the entire store. And to make the merchandise interesting to all customers, stock, with the exception of paints, tools and



Plan of the modernized Kermit Ingham Lumber Co. store. This layout, with its wide aisles which are kept free of merchandise, provides free movement for both customers and the firm's employees.

The Kermit Ingham Lumber Co. of Stillwater, Okla., modernized to attract more women customers. The line below tells the result.

Come In and Buy More"

heavier merchandise, is constantly shifted from table to table and from shelves to tables and vice versa.

Thurman G. Burns, manager, enthusiastically says of the present set-up, "People just come and shop more and buy more. You can't sell people unless you get them into the store. When we remodeled we put in more women's lines than we had before. We had previously had few women customers. By remodeling the store, our display space was increased fully 100 per cent and we are now able to put practically everything on display as our old fixtures had limited storage space.

"We find that men like the new layout. Since these changes were

made we find that men spend more time in looking around. We now sell more quality tools than we did, for now they are better displayed on the wall units. Most of our tools used to be scattered around on tables. Now people pick things up from the tables and walk over to the cash register or wrapping table instead of just waiting to be served. A young woman, who is a college student, works in the store on a part-time basis and keeps the merchandise clean. When you have a woman employee in a store you reduce the number of loafers. And men like to have an intelligent young woman to wait on them. When they want technical information they will ask the male employees."

Most of the customers like the sales idea, particularly the ladies, and accordingly the firm uses sales circulars, which are provided by a wholesale hardware house, at least four times a year and spots the store with banners calling attention to these events. An average of 3500 circulars are distributed in Stillwater during these sales events and about 1500 in the district immediately surrounding it.

New fixtures and the new layout were installed by the former Simmons Hardware Co. of St. Louis, Mo., wholesale hardware distributors. The women's lines were located in one-half of the store, while the lines of particular

(Continued on page 91)

A corner of the section devoted to women's lines. The entire center section is featuring merchandise used in out-of-town homes. Displays at the extreme right are for personal use as well as gifts.



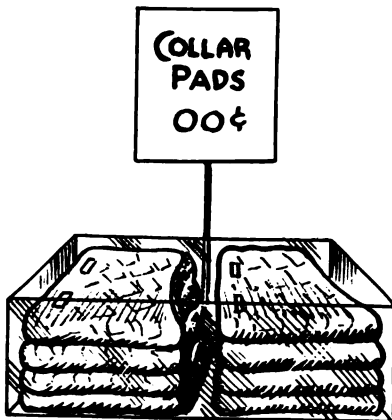
Get Set to Sell Radios

HARDWARE AGE Original

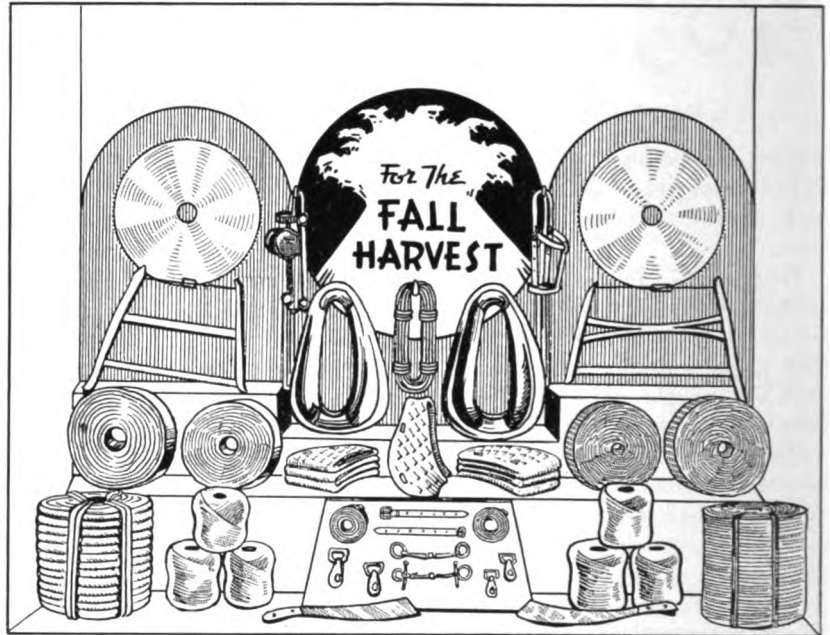
LISTENING in on the political campaigns will be one of the principal pastimes of the American public this fall. As a result, radio sales opportunities will be greater than ever before especially now that the average home is fast becoming a two or three-radio establishment.

Small popular priced radios and the portable sets are largely responsible for the two and three-radio home. Hardware dealers now find that they can sell these sets easily with the proper interior and occasional window display. This merchandise should be shown often this fall and ample emphasis on the political situation in displays will stimulate many people to purchase the popular priced models and add another set to the home.

Merchants should not overlook



A mass display of collar pads at popular prices will sell more of this merchandise.



Fall Harvesting Window

Merchandise: Binder twine, manila rope, canvas and rubber belting, corn knives, husking pegs, canvas gloves, belt lace, wire and leather; harness, harness accessories such as lines, bridles, halters, collars, collar pads, buckles, snaps, etc., buck saws, circle and one-man saws.

Background: Panels of dark brown, and bright yellow corrugated board or wallboard with cut out letters of red corrugated board.

Suggested Interior Displays: For tables—collar pads; for platforms—binder twine and rope mass displays.

the sales possibilities on radio tubes and other replacement accessories. Offering to test tubes free will lead to many additional sales and build good will for the store. Individuals with radio sets using batteries will be considering battery replacements at this time, especially if the sets have been used very much during the summer months. Proper display and large show cards suggesting these thoughts to customers will produce many additional sales.

Fall housecleaning soon will be under way in many homes. Be sure to arrange displays of merchandise used for this purpose on tables and in the windows in advance of the season. Demonstra-

tions of new cleaners, waxes or labor saving devices should be arranged on Saturdays or other high traffic days.

This is also the time of year to stress rentals of floor polishers and sanders. This machinery and related merchandise should be shown in a window display or incorporated in the house cleaning supply display.

In the house cleaning window in this section, drapery hardware is featured along with other more popular selling merchandise. Window shades and curtain rods should also be presented for these items are very seasonal at this time.

The fall harvest brings a demand for many heavy hardware

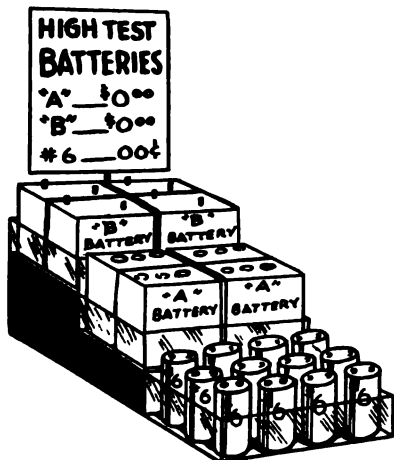
and Harvesting Goods!

Window Display IDEAS

items in the store. In your window displays try to show as many unusual items as is possible for this attracts attention and impresses upon the customer the idea that if the store carries this type of merchandise it must have ordinary items.

Harness accessories are featured in the fall harvest window in this section. Items that usually have to be replaced from time to time, such as collars and collar pads, lines, straps and snaps, are shown in the center of the window. Merchandise used in corn harvests and late haying are also suggested as are saws used in wood cutting.

Seasonal table display space will be much in demand at this time of year. Dealers will find that making up a schedule of seasonal items to be shown on tables will be helpful in presenting all of this merchandise to customers at a timely period. Mass displays should be planned for the end of such tables. Batteries for radios should be featured and a step up display unit will be found very useful in developing this display.



Display radio batteries of all types in a prominent location for the fall season.

Mass displays of collar pads arranged either on the end or middle of the harness table will secure attention.

Several popular selling items should be featured on the house cleaning table and duplicate displays of some of these items can be arranged in traffic centers to stimulate additional sales. Show cards will increase the selling ability of all tables and windows as well. These can be made in most



Radio Window

Merchandise: Small radios, portable and console radios, radio tubes of all kinds, radio "A" and "B" batteries, aerial wire, etc.

Background: Circle panel and background of light blue corrugated board. White flash with red cut out letters on circle panel.

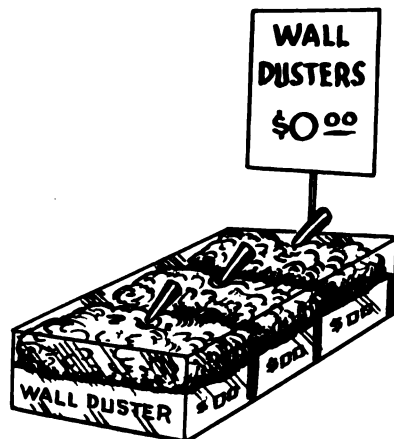
communities by local sign painters at reasonable cost. Many times a sign man at some of the larger stores in the city will be willing to prepare show cards for the hardware dealer in his spare time.



Housecleaning Window

Merchandise: Floor wax both paste and liquid, furniture polish, oil mops, brooms, dry mops, dusters, drapery hardware, curtain rods, shades, tiebacks, cranes, vacuum cleaners.

Background: Panel of light blue corrugated board. Circle panel of dark blue corrugated board with white center. Yellow cut out letters.



Feature wall dusters and oil mops on tables for the fall housecleaning season.

Digitized by Google

that had accumulated. We were fortunate in getting rid of about two dozen ironing boards on which the cost of returning to the factory for repairs would have made their selling price prohibitive." He further states, "We sold dirty, dusty, scratched wagons without cleaning them up a bit. And we sold more ice cream freezers in March than we sell during the entire summer months."

A front page ad on the "Sucker Sale" stated, "I sure was a sucker to buy some of the merchandise I bought the last few years. After looking around, I feel like sticking my head in the sand . . . you can't imagine it! A flock of the items have been here since 'Adam was a pup.' Oh, it's good usable merchandise; but shucks! I'm tired of looking at it: discontinued, shop-worn, slightly soiled. 'Boys,' I said, calling the fellows around me, 'I sure was a sucker to buy some of these items. What do you say! Let's get rid of this stuff and make room for new items. We've got to sell it. I want you fellows to shut your eyes and put any price you can think of on this merchandise. We'll make the regular bargain sales look silly.' Did they go to town? And how! Look at these prices and you will agree with me. Drop in and see for yourself."

One item was handled thus, "35c spoke wheel brushes, but can't sell them because of disc wheels. Make a swell back scratcher . . . 12c." On the ironing board the ad stated, "Got a job lot ironing boards. Values to \$2.00. With a few nails, hammer and a little labor, will be as good as new . . . Each 50c."

Lenoch & Cilek, Iowa City, Iowa, decided to dispose of "lemons" with their "Cat and Dog Sale." A newspaper ad, showing a pup gazing around a fence, at a belligerent looking cat drew attention to this ad, the fence being plainly marked "Cat and Dog Sale." Said the ad, "'Cats and Dogs' we jokingly call them . . . items of unwanted merchandise which 'hound' us day after day . . . 'eat' up our profits . . . and occupy valuable space. To us they are sad mistakes . . . things you

didn't want. In desperation we've decided to drag these 'pups' of all breeds out into the open, and give 'em the works!"

This ad offered "Mongrel kitchen utility cabinets. Metal with wooden top. A real bargain, we said, at \$5.75. Guess you didn't think so. Take 'em for \$3.89." Further down the ad said, "then we have a bunch of items we can't give away. Maybe you could use some of them at, each . . . 1c. Six other odd lots. You're liable to find most anything. They are priced at, each article—15c, 10c, 5c and 2c."

If enough real bargains are offered and the right style of copy used such a sale can be a tremendous traffic builder. Dealers using odd merchandise stunt sales like these frequently bring in new customers and also attract infrequent visitors to the store. And once you get a customer in your store you are well on the road to making sales of really worth while items. These "cat and dog" sales are a big aid in cleaning stocks of obsolete merchandise and they can also be the means of obtaining considerable word-of-mouth advertising.

Fountain Pen Sales Boost Cutlery Department Volume

A LINE of fountain pens and pencils added to the cutlery department of the Westbrook Hardware Store, Riverside, Cal., increased sales volume of the division and, according to the records kept on each department, is now one of the most profitable in the entire establishment. Cutlery departments in most modern hardware stores are composed of a number of related lines and fountain pens and pencils are an excellent addition, according to John R. Westbrook, owner of this store.

A large show case located near

the front of the store is used to show the complete stock of fountain pens and pencil sets. Mr. Westbrook says, "If you are going to handle pens profitably you must have all types, all kinds, and at all prices. Our items range from 25 cents to \$15.00 each in price. Children buy the inexpensive pens and pencils. These items are never advertised. Adults often request the lower priced items, but when the better merchandise is shown they prefer the longer service equipment. We feel that the low priced items are essential

(Continued on page 96)



Fountain pens displayed in a large show case occupy an important place in the cutlery department. This case is located at the front of the store.

Farm Electrification

Selling of electrical equipment to families on newly energized farms should be started before electrification is accomplished

LET'S talk briefly and to the point about farm electrification and what it means to us who sell electrical home appliances.

Let's forget—for a few minutes—all the surveys and charts and progress records.

Let's just look at a farm home.

Let's forget whether this farm has energy or not.

Let's just walk into the kitchen.

What do we see?

Well, we see a bigger kitchen. We see a kitchen that serves a larger family than the average city family. We see a kitchen that prepares more food, bigger meals, more meals.

The foods they buy in town they buy, perforce, in larger quantities. When they bring these foods home they must have a place to store them. *They need refrigeration.*

Maybe this farm woman raises chickens for "pin money." Maybe she raises more chickens to swell the farm's cash-crop income. She needs a place to store her freshly killed poultry. *She needs refrigeration.*

Maybe this farm sells milk. If the milk goes into a city fluid market, *this farmer needs refrigeration.* He not only needs it; he has to have it. The demands of city health commissioners grow more stringent yearly.

Needs More of It!

Therefore, electrified or not, this farm—and thousands like it all over the United States—actually needs modern electrical refrigeration more than city people do. Not only *needs* it more, but needs *more* of it.

This is wash-day. Let's look out at the clothes on the line. Let's look down the road again. Down

the road we can see no commercial laundry, no laundry delivery truck. There is a laundry or two in town; but this farm wife never uses it. She does her own. You can see it out there on the line. It's a big washing. It contains a lot of heavy pieces. It contains on the average more pieces than the average city washing.

So again we must conclude that the farm wife really needs modern electrical laundry equipment more than the city wife does.

Let ironing-day come around, and the problem is again the same. The farm wife has a longer and harder job to do—in a day that is filled with longer and harder jobs.

On all the farm homes electrified by the REA in recent years, more than 80 per cent have purchased electric washers immediately upon receiving electric power. And immediately after, electric hand irons. And they put these things—new servants to lift from them the numbing toil of keeping clean—even before a modern radio.

And that is not all:

By HOWARD E. BLOOD

President and General Manager,
Norge Division,
Borg-Warner Corporation,
Detroit, Mich.

These people announced that the very next thing they would purchase—probably just as soon as their budget permitted—would be an electric refrigerator. And after that, a kitchen range, a vacuum cleaner, a water heater.

This farmer and his wife aren't going to sit patiently and wait for you to come around after the high-line has been erected, the lead-in to the farmhouse strung, the farm-place wired, and the current turned on. I say they are not going to do this because they have not done it in the recent past.

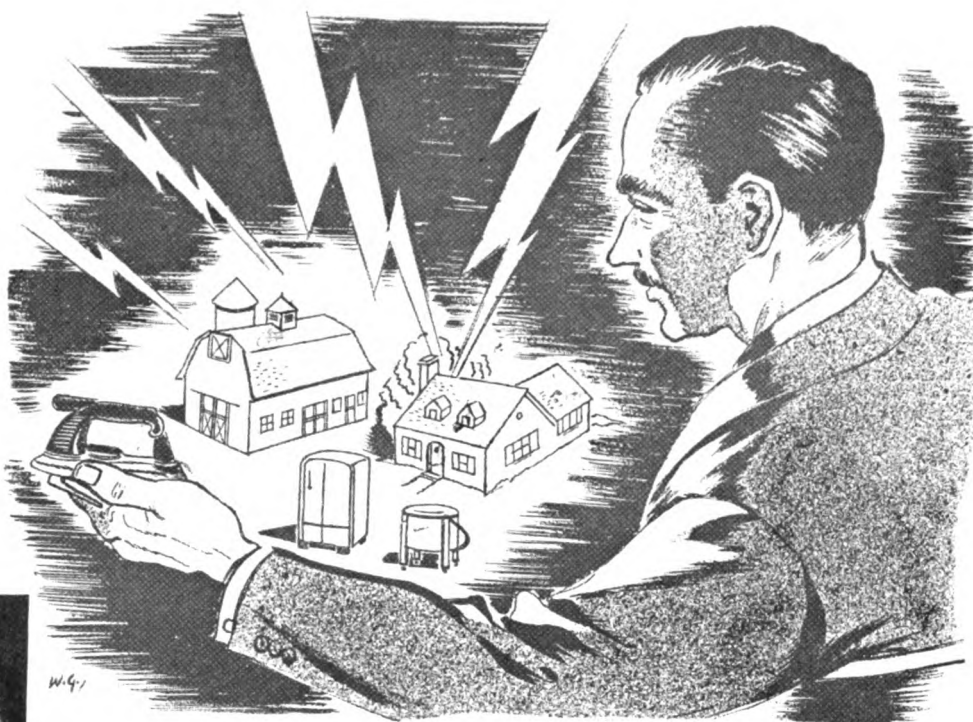
What They've Done

This is what they have done:

Nearly 5 per cent of the families on newly energized farms have purchased electric refrigerators *before* their electric line was energized. Nearly 33 per cent of them purchased electric refrigerators *the same year* their line was energized. Sixteen per cent bought the following year. (Which are you going to get: that first-year 38 per cent, or the second-year 16 per cent?)

Means Profits for You!

The electrified farms will need refrigerators, washers, ironers, ranges and many other items—and you, as a hardware dealer, can furnish them.



HOWARD E. BLOOD

And the story for electric ranges for the kitchen is almost exactly the same.

The figures I have just cited are ones you ought to remember.

Suppose that you are a dealer in an average small town. This town has around 7500 people in it. That means on the average that you are serving a market of not just 7500 people but a market better than six times that size—a market of 50,000 people.

You are the logical and natural retailer of electrical appliances for the farm home.

Suppose you will soon have a portion, or an additional segment, of your rural trading region energized.

Now, if you are not ready to supply this waiting market for electrical appliances before the lines are on the poles and energized, the business that should be yours will go somewhere else.

Your selling must begin *before* electrification is accomplished.

Study the Products!

Get your merchandise in stock. Get good merchandise. Don't take the first dealership that comes along, if you are not already handling electrical appliances. Study the products. Select a line you will be proud to sell, and can sell with enthusiasm, sincerity, and conviction.

Start selling your farm prospects now. Maybe the high-line won't be up for six months or a

year. Don't let that stop you. Don't let that be an excuse to put it off.

Remember that rich 5 per cent of sales made *before* the energy was available. Remember that rich 33 per cent that bought *immediately afterward*.

And remember that this 38 per cent—the first to buy—will talk to their neighbors and friends. If they can talk about the products you sell, it will be good talk for you.

I think we make a big mistake when we try to look at rural electrification in terms of big maps and square miles. I have a map like that before me as I write this. It is a mystery of dots and squares and cross-hatching. I see lots of white spaces, which mean "no electrified farms." I look at the whole great sweeping stretch of the United States and wonder when a map can show the entire nation linked with electric wires.

That's the mistake. That's the

wrong way to look at it. This is the right way:

Think of actual farmplaces that are electrified. Think of actual farmplaces that are being electrified right now. Think of actual farmplaces that will be electrified in 1940.

Think hard over the fact that there are—right this minute—something like 1,750,000 farm homes enjoying the uses of electrical power. I have just been informed, the day I write this, that the Rural Electrification Administration energized some 225,000 farms during 1939.

Think hard over the assertion of the Edison Electric Institute that this number is increasing every year—and will continue to increase—by 250,000 to 300,000 annually.

And don't think of rural electrification solely in terms of the REA. All rural electrification is not government electrification. Private power companies and municipal utilities are also steadily building new rural lines. And they are energizing not only farm homes but villages and small towns.

So put away your big maps and get out and look at your territory. Thousands of farms are being electrified. And every one of them is a good prospect. In fact, each one of them is a better prospect for the following reasons:

While you are sitting at your desk staring at a map of your home country, or driving out through the countryside in your market area, keep constantly in mind the fact that there is scarcely a major home appliance made today that cannot be had in a farm model that operates without electricity.

Many of these appliances can quickly and easily be changed over for electrical power if and when energy becomes available.

These non-electric models offer the housewife the same conveniences, the same economies, the same labor-savings that electric models do.

All this leaves us with the only possible conclusions—

That waiting for the high-line to come before trying for sales is a profitless wait;

That farmers who will perhaps

get electricity tomorrow are the same farmers who need modern appliances today;

That farmers will come to be better prospects than city people, simply because they have greater needs for appliances;

That the time to start selling—high-lines or no high-lines—is *right now!*

This is the biggest profit opportunity the small-town dealer ever had laid out before him. And it comes at a time when agriculture is looking good and getting better. It comes at a time when, as never before, farm women want all the conveniences of city life; at a time when those formers of opinion and desire, those instigators of sales, the farmer's and farmer's wife's own magazines, are writing to the greatest circulations in all time.

Now let me end with a little thought that ought to be upper-

most in our minds all the time. and particularly in these times.

When you step out of your front door tomorrow morning to go to work, when you drive out into the country to call on a farm prospect, reflect for a moment on this:

Nowhere else in the world does a man have the opportunity you have. Nowhere else in the world are there so many homes at peace. Nowhere else in the world can everyone give his full energy to making life better, making it easier, making it richer.

And you—the man who brings to the home the things that help make it a better place to live in—you are doing a job just as important as the one done by the public servant, the teacher, the editor, and everyone whose concern is a better America.

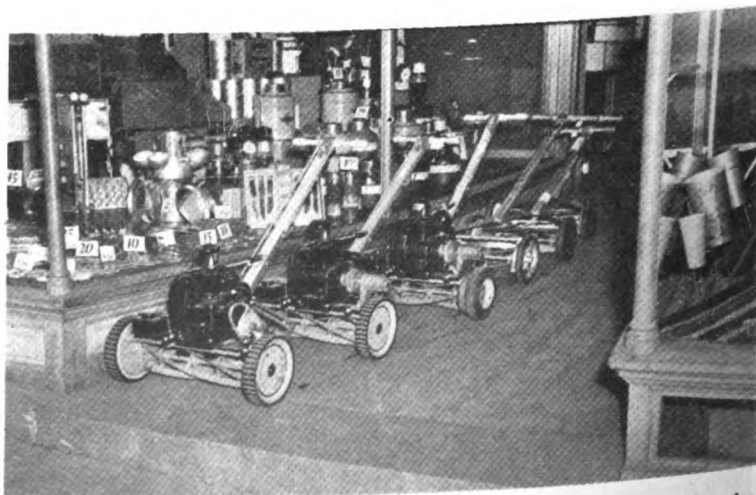
That's your job. Be proud of it and do it well!

Doorway Display Sells Power Lawn Mowers

FULTON, Mehring & Hauser, of York, Pa., have found a doorway display of power mowers to be an excellent aid in getting additional volume in major units of sale. Last year the store sold 39 power mowers, mostly at \$77.50 each, sales being made to estate owners, industrial concerns having large lawns, general stores, cemeteries, etc. Four power mowers usually are on display in the doorway.

"We don't make a habit of demonstrating power mowers, but will do so for good customers," says David

Paules. "Inquiries come from people who see the mowers in the store and in the doorway. We advertise both hand and power lawn mowers in local newspapers. So many people know us that they come into the store for the things they want. We started in the power mower business in 1937. A large quantity of lawn seed is sold in this store and when people buy seed our salesmen will try to sell them a mower because quite often they are building a lawn."



Weather permitting, both power and hand mowers are shown in the firm's wide doorway. Note the fact that the mowers are close to a window display featuring a variety of summer merchandise.

WHEN REMINGTON RELIABILITY REALLY COUNTED!



The picture above was used on a Remington calendar dated 1897. We show it here to remind you that the Remington name has behind it 124 years of achievement in the field of sporting arms.

Remington guns and ammunition played a leading role in the winning of the West. Up at our arms works at Ilion, New York (where Eliphalet Remington made the first Remington rifle back in 1816), we have guns that are landmarks in the history of American sporting firearms. If you could see the modern up-to-date equipment that makes present-day Remington guns, and the efficiency and thoroughness of our workmen, you'd understand why Remington is able to build so much quality into guns that sell at so low a price.

How would you have written this letter?

An acquaintance of ours once had occasion to write a letter of introduction. The letter was going to a man with whom he had often been "possum-hunting." Here's what he wrote:

Dear Joe:

This letter will introduce George C——, a man whose friendship I have valued for many years.

George is one of the finest men I know. I won't embarrass you or him by using a lot of adjectives, but let me use this parallel.

Remember our last "possum-hunt" up at Sand Mountain? I got you to use some of my Kleanbore .22's, and you said you felt as if you had made a friend for life.

Maybe you'll laugh at this, but George somehow reminds me of those Kleanbore .22's. He's straight and dependable, just as they are. He seems to pack a lot of power, just as they do. And to be with him gives me something of the same kind of pleasure and pride that I get from shooting Kleanbore .22's.

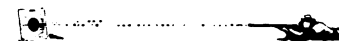
From an old "possum-hunter" like me, that's top praise.

Best regards,

Doug

We don't know how George C—— felt about it, but we got a big kick out of that letter.

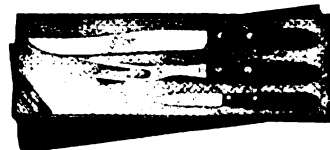
How Flat Trajectory Of Kleanbore* HI-Speed* .22's Helps Shooters



"Kleanbore" Hi-Speed .22's were designed by Remington to combine fine accuracy and maximum power with the flattest trajectory possible. The advantage of superior accuracy and power is obvious, but flat trajectory is a quality hardly less important, even though it is not as generally recognized.

Most hunters when shooting at game or at targets at unknown ranges have the problem of estimating the range in yards in order to get the proper sight setting to avoid over-shooting or under-shooting. Naturally, there is usually a wide margin of error. Since Kleanbore Hi-Speed .22's travel flatter, this margin of error is greatly minimized. That's one of the reasons why shooters get so much better results with Kleanbore Hi-Speed .22's, and why they are preferred by thousands of shooters everywhere.

Outstanding Quality Plus Consumer Acceptance Builds Your Cutlery Profits



There's no mystery behind Remington's leadership in the cutlery field. That leadership has been built up by maintaining over a long period of years unsurpassed standards of quality.

This reputation for quality, plus the confidence which the Remington-Du Pont name gives to every customer, and the smart styling and exceptional utility of Remington cutlery design, has made the Remington line a real source of profit to dealers.

What's more, you can take a personal satisfaction in the sale of every Remington knife, because you know your customer is going to be satisfied.

BIG UPSURGE OF INTEREST IN AUTOLOADING GUNS

There are two main questions the prospective buyer of an autoloading gun will ask. First: "Is it reliable?" Remington autoloading shotguns and rifles have given complete proof of their reliability through many years of severest use. Their simplicity of design and sturdiness of parts have made the Sportsman and the Model 11 the most reliable as well as the fastest selling autoloading shotguns on the market. The Model 81 high power rifle outsells and outperforms all other sporting type high power autoloaders. The Model 241 Speedmaster is the finest .22 autoloader on the market.

Next, shooters will ask: "Is there any power loss?" The answer is: "Not with the Sportsman, the Model 11 or the Model 81, because the breech block is locked until after shot charge or bullet has left the muzzle!"



*"Kleanbore", "Hi-Speed", "Sportsman" and "Speedmaster" are Reg. U. S. Pat. Off. by Remington Arms Co., Inc., Bridgeport, Conn.



August 22, 1940

ADVANCES

Steel scrap. Copper trough and pipe.
Southern ash handles.

Our newest industry—With increasing momentum, armament production is assuming its place as America's leading new industry, and its influences are rapidly permeating all business. The usual "midsummer lull" among hardware manufacturers did not get a start in the rising tide of orders traceable to the defense program, and to the hedging which buyers in general have done.

Perhaps the most notable feature of the step-up in activity is the steadiness of price structures against runaway advances. With few exceptions, important hardware lines have advanced only in the restoration of schedules existing for many months, and in the withdrawal of interim price-cuts.

* * *

Enhanced buying power—All retailing of personal wares is due to receive a lift from the gains in employment and payrolls which are now spreading widely. Millions of dollars have been spent and thousands of skilled workers have been put on payrolls in the recent expansion of aircraft and other U. S. Manufactures, to meet the demand of the national defense program and England's large orders. Payrolls in the steel industry are mounting steadily, with the prospect of a long period of rising employment ahead.

None may forget, however, that the new activities, and the continuing old ones, must be paid for, and at a stiff price, by workers and employers alike. Revenues obtained for national defense by any excess

profits tax or other taxes thus far planned will be a mere "drop in the bucket" compared with the ever pyramiding defense appropriations.

* * *

Commodity prices—In the first August week, the prices of commodities weakened under the pressure of excessive supplies and lim-

ited outlets. Price declines were limited to a small fraction of a cent a pound in most instances, but with the exception of wool tops, all moved lower.

The Associated Press wholesale price index of thirty-five commodities on August 9 stood at 69.41 per cent of the 1926 average, compared with 70.04 per cent a month ago, and 64.09 per cent last year at this time.

* * *

Metals prices lowered—Copper and lead (during the August 10 week) sold in the domestic markets at the lowest prices since the start of the war. Traders attributed the decline to "too much metal and too few buyers." Some primary producers of copper cut their price ½ cent a pound to 11 cents, the quota-

The Hardware Age Blackboard				
Of Wholesale Hardware Sales				
By Geographic Regions, for Six Months 1940				
(COMPILED BY THE U. S. DEPARTMENT OF COMMERCE)				
TOTAL HARDWARE				
Region	Number of Firms	Percent Change 6 months 1940 vs. 6 months 1939	Sales Reported	
			Thousands of Dollars 6 months 1940	6 months 1939
NEW ENGLAND	31	+21.8	\$ 5,491	\$ 4,509
MIDDLE ATLANTIC	125	+15.9	33,312	28,749
EAST NORTH CENTRAL	71	+16.9	42,765	36,572
WEST NORTH CENTRAL	38	+ 9.6	13,083	11,938
SOUTH ATLANTIC	58	+ 7.8	16,323	15,146
EAST SOUTH CENTRAL	25	+11.9	14,048	12,549
WEST SOUTH CENTRAL	22	+ 5.1	17,352	16,412
MOUNTAIN	13	+ 7.4	6,143	5,719
PACIFIC	46	+10.3	25,205	22,845
UNITED STATES, TOTAL ^{1/}	437	+12.5	175,021	155,615

^{1/}Includes data for 8 firms not allocated to geographic divisions.

HARDWARE AGE

tion that prevailed last September.

Lead was cut twice, reducing the cash market price to 4.60 cents a pound, East St. Louis. This price cut came as a surprise, as daily sales were reported good. However, imports of lead have increased, and the price probably was reduced to keep out foreign metal.

In line with the policy of a continuing lower trend in its prices, Aluminum Company of America made on August 1, a price reduction of one cent per pound for aluminum ingots. This is the second 1940 price change. On March 25 the company lowered its price for aluminum from 20 cents to 19 cents a pound. The latest reduction brings the price down to 18 cents. The low mark for aluminum was 16½ cents, in 1922.

* * *

Copper and lead products—The month's metals changes have resulted in several corresponding declines in copper and lead products. Copper sheets, also copper wire—bare, weatherproof and magnet—were cut ½ cent per pound. Copper pipe and water tubing were left unchanged, but manufacturers have served notice that they can give no

DECLINES

Copper. Lead. Brass.
Aluminum ingots.
Linseed oil.
Grass seed for 1941.
One line of beaters.

protection at old prices in case of an advance.

Base prices on brass sheets, wire, rods and tubing are reduced ½ cent. There are already heavy calls upon these manufacturers for cartridge cases, and engine and airplane parts.

National Lead Company on August 6 dropped prices 15 cents per 100 lbs. on lead pipe and sheet lead, leaving traps and lead wool unchanged. On August 9, lead pipe and sheet lead were reduced another 10 cents, while lead wool and lead roofing washers were lowered 25 cents per 100 lbs.

Some lead oxide producers reduced their prices of August 9th ¼ cent per pound, following the cut in pig lead. Litharge, dry red lead, and orange mineral were affected, but dry white lead and basic sulphates were not revised.

Rubber and tin—Announcement that the government planned to build up defense reserves, with the purchase of 150,000 tons of rubber and 75,000 tons of tin, came at a time when stocks were low and consumption of the two staples was being maintained at a high rate. United States manufacturers had 161,446 tons of rubber on hand on June 1, according to the semi-official estimates. Arrivals during June totaled 53,889 tons, and during July 69,474 tons. In July, 1939, only 37,372 tons were imported. Domestic consumption—three fourths of it for automobile tires—has increased about in proportion to imports, and present stocks are estimated as sufficient to fill industrial needs, if maintained at present rates, for a little over three months.

Present American stocks of tin are very small, but increased supplies are afloat. Deliveries into the United States in the first half of the year totaled 50,609 tons, compared with 30,000 tons in the first half of 1939.

* * *

Steel scrap strengthens—Lessened supplies, particularly on the No. 1 heavy melting scrap, aided a firmer tone which developed in several markets early last week. A recovery at Chicago of 25 cents per ton to \$17.75, was noted, and the demand for most grades of scrap increased. Domestic consumption of iron and steel scrap in July totaled 3,526,000 gross tons, only a shade under the 1940 monthly high of 3,581,000 tons reached in January. In 1940, the consumption in July was only 2,247,000 tons.

* * *

Hand farm tools—American Fork & Hoe on August 7 issued their opening prices for the 1941 season. No change is noted on first quality True Temper tools, except that heavy forks, southern hoes, and a few specialties have been advanced from 3 to 10 per cent.

The former second quality line has been replaced by a new line of True Temper fire-hardened tools, bearing slightly lower prices except on southern hoes. Prices on third quality tools remain practically unchanged, except for a few advances on slower selling sizes.

* * *

Agricultural tool handles—In the face of higher costs of production, American Fork and Hoe Co.'s prices on Northern Ash handles are

The Hardware Age Blackboard

Of Wholesale Hardware Sales
By Geographic Regions, for June, 1940

(COMPILED BY THE U. S. DEPARTMENT OF COMMERCE)

TOTAL HARDWARE

Region	Number of Firms	Sales Reported				
		Percent Change June 1940 from		Thousands of Dollars		
		June 1939	May 1940	June 1940	June 1939	May 1940
NEW ENGLAND	32	+15.6	- 7.5	\$ 987	\$ 854	\$ 1,067
MIDDLE ATLANTIC	129	+15.3	- 0.1	6,351	5,506	6,359
EAST NORTH CENTRAL	77	+12.0	- 1.9	8,193	7,313	8,350
WEST NORTH CENTRAL	40	+ 5.5	+ 3.2	2,615	2,479	2,535
SOUTH ATLANTIC	59	+ 8.0	+ 1.2	2,941	2,722	2,905
EAST SOUTH CENTRAL	25	+ 8.0	-12.9	2,307	2,137	2,648
WEST SOUTH CENTRAL	23	+ 1.0	- 1.6	2,957	2,927	3,005
MOUNTAIN	13	- 1.9	- 0.2	1,176	1,199	1,178
PACIFIC	49	+16.6	+ 7.3	5,152	4,420	4,803
UNITED STATES, TOTAL ¹	455	+10.6	- 0.6	32,905	29,764	33,120

¹/Includes data for 8 firms not allocated to geographic divisions.

States comprising regions in these charts:

New England—(Conn., Maine, Mass., N. H., R. I., Vt.)

Middle Atlantic—(N. J., N. Y., Pa.)

East North Central—(Ill., Ind., Mich., Ohio, Wis.)

West North Central—(Iowa, Kan., Minn., Mo., Neb., N. D., S. D.)

South Atlantic—(Del., D. C., Fla., Ga., Md., N. C., S. C., Va., W. Va.)

East South Central—(Ala., Ky., Miss., Tenn.)

West South Central—(Ark., La., Okla., Texas)

Mountain—(Ariz., Colo., Idaho, Mont., Nev., N. M., Utah, Wyo.)

Pacific—(Calif., Ore., Wash.)

The Hardware Age Blackboard

Of Wholesale Hardware Inventories
By Geographic Regions, for June, 1940
(COMPILED BY THE U. S. DEPARTMENT OF COMMERCE)

Region	Number of Firms	End of Month Inventories (Cost)					Stock-Sales Ratios		
		Percent Change June 1940 from		Thousands of Dollars			June 1940	June 1939	May 1940
		June 1939	May 1940	June 1940	June 1939	May 1940			
NEW ENGLAND	20	+ 7.2	- 1.5	\$ 2,180	\$ 1,977	\$ 2,153	274	308	261
MIDDLE ATLANTIC	84	+14.6	+ 0.2	9,989	8,716	9,972	216	226	217
EAST NORTH CENTRAL	52	+10.1	- 0.6	16,153	14,666	16,253	245	242	237
WEST NORTH CENTRAL	25	+ 0.9	- 2.1	4,225	4,187	4,316	237	243	249
SOUTH ATLANTIC	39	+12.6	+ 1.7	4,627	4,110	4,551	251	244	252
EAST SOUTH CENTRAL	12	+12.8	+ 0.6	2,367	2,098	2,349	228	219	200
WEST SOUTH CENTRAL	15	+11.1	+ 2.9	4,651	4,186	4,519	295	273	286
MOUNTAIN	11	+ 6.6	+ 0.5	2,067	1,939	2,056	276	251	267
PACIFIC	23	+ 7.0	- 0.6	7,923	7,408	7,972	280	314	312
UNITED STATES, TOTAL ¹	287	+10.0	- 0.1	54,990	49,972	55,022	246	250	245

¹Includes data for 6 firms not allocated to geographic divisions.

Stock-sales ratios are percentages obtained by dividing the cost value of stocks by sales of an identical group of firms.

unchanged. Southern Ash handles, however, show a 5 per cent increase, and all prices are named, subject to advance without notice.

* * *

Lawn seed and fertilizers—Opening 1941 prices show a slight decline on the better mixtures, due to an improved crop supply of Kentucky Blue Grass. Prices on the lower grade mixtures remain about the same. Kentucky Blue Grass for delivery after January 1 is quoted at about 10 per cent lower than present prevailing crop prices. White Clover remains high, due to the present shut off of imported supplies. Prices on Vigoro fertilizer will continue the same as during the past season. Other lines have not yet been fully reported.

* * *

Copper trough and pipe—Last week, prices were reduced by leading makers, with dealers' discount on copper ridge roll, conductor pipe and eaves trough (100 ft. orders or more) now 35 per cent, compared with 33 per cent in June. Sales of less than 100 feet take a two point (higher) differential, the new discount being 33 per cent to the trade.

* * *

Paint Lines—The linseed oil market has continued weak, with a further $\frac{3}{4}$ cent decline in effect August 9. Different prices now are being quoted for the states of Indiana, Michigan (Southern Peninsula) and east thereof. These prices for the present are $1\frac{1}{2}$ cents higher than the prices in Illinois, Wisconsin and west. Turpentine prices remain steady.

Future orders for anti-freeze alcohol now are coming in freely, with opening prices the same as last season.

Paint manufacturers' sales in June, reported to the Census Bureau, were about the same as in June, 1939, but declined some $12\frac{1}{2}$ per cent below May totals. Since this report, several companies have reported improvement in demand.

* * *

Beaters—A reduction of approximately 10 per cent has been announced on all types of Ladd beaters, according to United Royalties Corp., 1133 Broadway, New York City. This reduction, to be in effect until the end of this year, has been made in both the prices to the wholesale distributor and the retail dealer.

Arvin heater sales—G. W. Thompson, vice-president, Noblitt-Sparks Industries, Inc., Columbus, Ind., has announced that sales of the company's home heater in 1939 were 65 per cent greater than those in the previous year.

* * *

Bendix home laundry sales—Unit sales of Bendix home laundries made by Bendix Home Appliances, Inc., South Bend, Ind., the first six months of 1940 totaled 38,594 units. Sales, including service parts for the period, totaled \$2,540,435, or more than for the entire year of 1939.

* * *

Electrical goods—A large volume of business is coming to the electrical equipment manufacturers, not only in the consumer lines, like refrigerators, ranges and vacuum cleaners, but also in the heavier lines. Many utility companies, anticipating difficulty in obtaining equipment at a later date, and probably greater consumption of electric power under the armament program, have stepped up their building plans. General Electric and Westinghouse report their unfilled order totals the largest on record in peacetime.

Domestic sales of household electric refrigerators in June amounted to 305,943 units compared with 250,045 in June last year. For the first six months of 1940, domestic sales amounted to 1,737,548 units against 1,315,790 in the 1939 period.

Electric range sales in the first six months of 1940 were 228,730 units by 18 to 19 companies, against 170,704 ranges sold by 17 companies in the like months of 1939.

The Hardware Age Blackboard

Of Wholesale Hardware Collections on Accounts Receivable
By Geographic Regions, for June, 1940
(COMPILED BY THE U. S. DEPARTMENT OF COMMERCE)

Region	Number of Firms	Total Outstandings					Collection Percentages		
		Percent Change June 1940 from		Thousands of Dollars			June 1940	June 1939	May 1940
		June 1939	May 1940	June 1940	June 1939	May 1940			
NEW ENGLAND	29	+11.3	+ 2.9	\$ 1,466	\$ 1,317	\$ 1,425	63	60	64
MIDDLE ATLANTIC	119	+11.2	+ 3.1	9,229	8,303	8,921	60	59	60
EAST NORTH CENTRAL	70	+ 7.9	+ 0.1	11,517	10,698	11,509	63	62	64
WEST NORTH CENTRAL	40	+ 6.4	+ 2.6	3,656	3,625	3,757	62	64	62
SOUTH ATLANTIC	56	+10.5	+ 1.0	5,180	4,698	5,128	51	53	52
EAST SOUTH CENTRAL	23	+10.1	+ 1.1	3,522	3,222	3,543	54	54	56
WEST SOUTH CENTRAL	22	+ 5.0	+ 2.6	3,697	3,511	3,595	66	66	71
MOUNTAIN	11	+ 5.4	+ 2.0	1,346	1,277	1,320	54	56	55
PACIFIC	44	+ 4.9	0.0	7,420	7,073	7,422	59	57	59
UNITED STATES, TOTAL ¹	425	+ 8.3	+ 1.4	48,023	44,342	47,366	60	60	61

¹Includes data for 11 firms not allocated to geographic divisions.

Collection percentages are obtained by dividing the collections on accounts during the month by accounts receivable outstanding at the beginning of that month for an identical group of firms.

HARDWARE AGE



SELL O-Cedar Polish AND the Mop

ONLY O-Cedar Polish contains NYRONE... for an easier, longer lasting, brighter polish

Take TWO Satisfying Profits

Display O-Cedar MOPS close to the O-Cedar Polish and sell both in one sale. They go together. They SELL together. BOTH give you a satisfying profit. You get a double profit when you sell both.

Make Positive of Satisfied Customers

The O-Cedar name is famous; a household name for more than thirty years. Women know and believe in its integrity. They trust O-Cedar, buy O-Cedar products on sight. That cuts your sales cost; increases your sales; UPS your profits.

O-Cedar nationally advertised constantly in women's magazines and in newspapers

We are using Ladies' Home Journal, Better Homes & Gardens, Country Gentleman, plus other women's magazines, plus 3,000 newspapers to send customers

(old and new) into your store.

Display O-Cedar Products, and you'll sell them, and AUTOMATICALLY make a fine, satisfying PROFIT for . . . that's . . . the . . . O-Cedar . . . Plan

Order O-Cedar products from your jobber. Display and SELL the ENTIRE O-Cedar LINE. Write for details on special promotions of O-Cedar products for fall.

O-Cedar
CORP'N

4501 S. Western Blvd., Chicago

O-CEDAR POLISHES, MOPS, WAX, DUSTERS, CLEANERS, AND FLY AND MOTH SPRAY

Congoleum-Nairn to Train Dealers' Staffs in Linoleum Installation

A NEW dealer service of instruction for linoleum mechanics was launched recently when Congoleum-Nairn, Inc., Kearny, N. J., announced that several of its veteran instructors in linoleum installation, hereafter to be known as "installation salesmen," had been assigned permanent territories in a coast-to-coast program of restricted field schools for Congoleum-Nairn dealers' installation staffs.

In addition to training dealers' men on difficult installation problems, these "installation salesmen" will also hold store clinics for salesmen and mechanics, assist dealers in planning and constructing store displays and exhibits, featuring linoleum, and hold large laying schools in the field under the auspices of

Installation salesmen conducting a field class to brush up on the latest ideas in installation work



Sink top and splash board technique is the subject of this class at the Kearny Layers' School conducted by Congoleum - Nairn, Inc



the distributor. In each case the distributor informs his trade of such a session, and supplies the space and props necessary.

This enlarged schedule of instruction will be carried out in the following territories: H. Lampe, New York and Boston; V. Birme, Philadelphia and Atlanta; G. Callaghan, Chicago and Minneapolis; W. Repsold, St. Louis and Dallas, and C. Hector, Pittsburgh. Another of the Congoleum-Nairn instructors, W. F. DeStorres, has been assigned to the Nairn Modes and Methods Show with an extensive fall schedule of installation demonstrations.

Kearny Layers' School authorities point out that the number of mechanics has tripled since 1932, and that many of those veterans have

become operators themselves after mastering the craft of linoleum installation.

"By reason of their direct contact with the home where installation is being made, rightly trained craftsmen are in a position to help the dealer sell more merchandise," claims the Kearny Layers' School, "and that is why Congoleum-Nairn sponsors the ideal of 'installation salesmen' and field schools where dealers' craftsmen may keep up with every development in decorative skill and modern techniques."

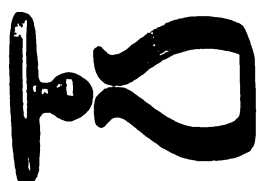


Linoleum mechanics sponsored by linoleum dealers are enrolled in the school at the cost of only their personal expenditures, there being no charge for the training period of two weeks.

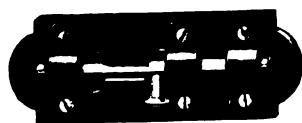
HARDWARE AGE



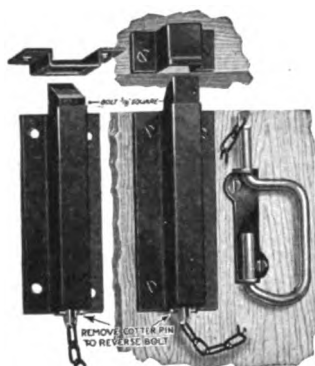
No. 830 Foot Bolt



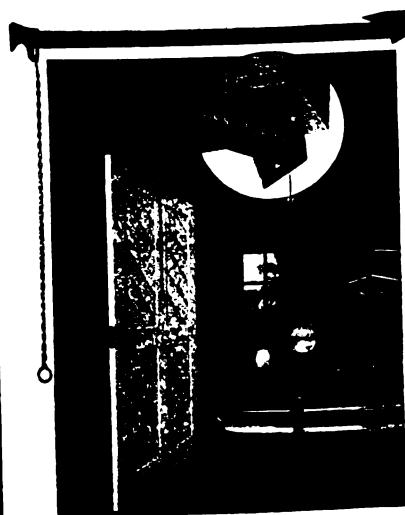
No. 711 Friction Catch



No. 834 Barrel Bolt



No. 821 Chain Bolt



No. 810 Garage Door Holder

DOOR Hardware

built to give exceptional service!

THE accessories illustrated, designed to serve various types of doors, embrace the most modern ideas in simple yet efficient performance.

No. 830 Foot Bolt is stoutly constructed with an oil-tempered-steel friction spring serving to hold the bolt in place; cannot get out of order.

No. 711 Friction Catch is made entirely of No. 2 tempered steel and is made in any desired finish.

No. 834 Barrel Bolt is a free-working, dependable bolt with strength where it is most needed. It is made of cold rolled steel.

National

An efficient, quick-acting chain bolt is the No. 821, provided with a handle on the chain. Bolts are easily reversible and are made of extra heavy malleable iron.

No. 810 Garage Door Holder is another National product that makes good on every job where installed. Holds door securely open to allow quick, easy access to garage.

No. 197 Garage Door Turnbuckle, shown below, prevents doors from sagging and holds them in perfect alignment.

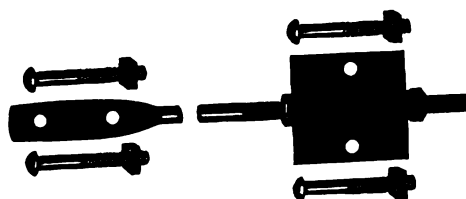
No. 835 Cane Bolt, shown below, is the only self-locking cane bolt on the market and may be used either as a bottom bolt or applied sideways on swinging doors. Made in two sizes, 18-inch and 24-inch. No. 836 Cane Bolt is made in the 12-inch size only.

All of these National products will deliver complete satisfaction and will prove the means of developing profitable new business.

*Catalog of the full National line
will be gladly sent upon request.*

NATIONAL MANUFACTURING COMPANY

STERLING • ILLINOIS



No. 197 Garage Door Turnbuckle

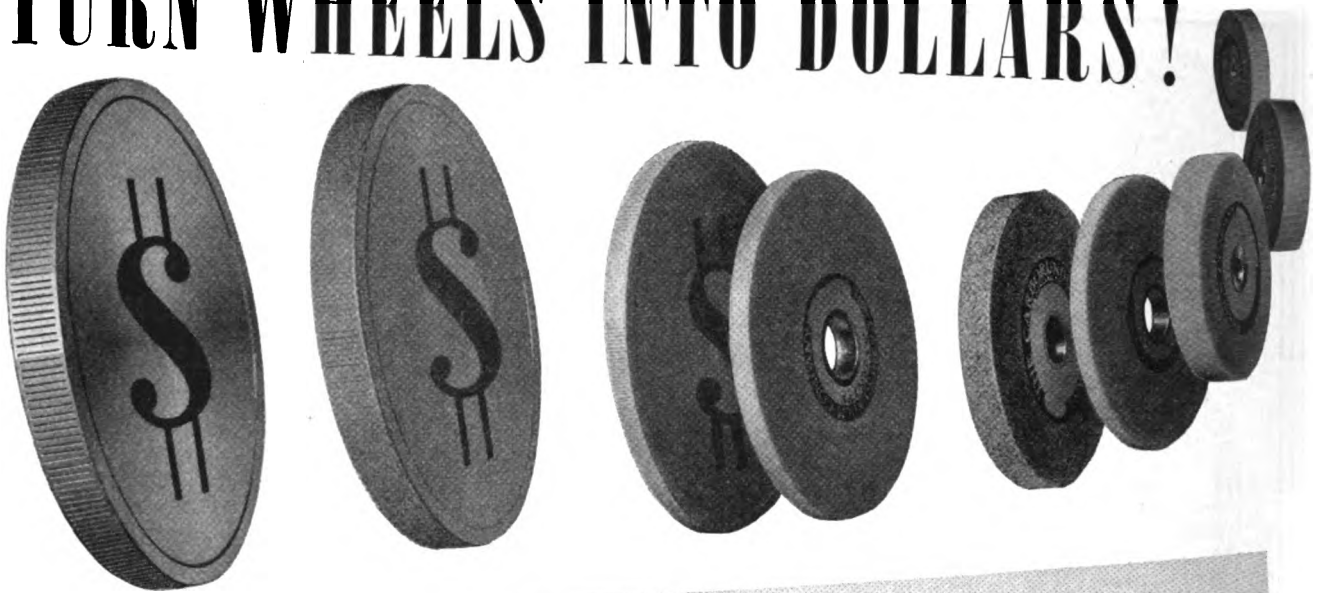


No. 836
Cane Bolt



No. 835
Self-Locking Cane Bolt

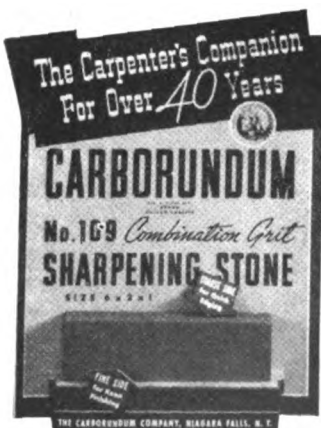
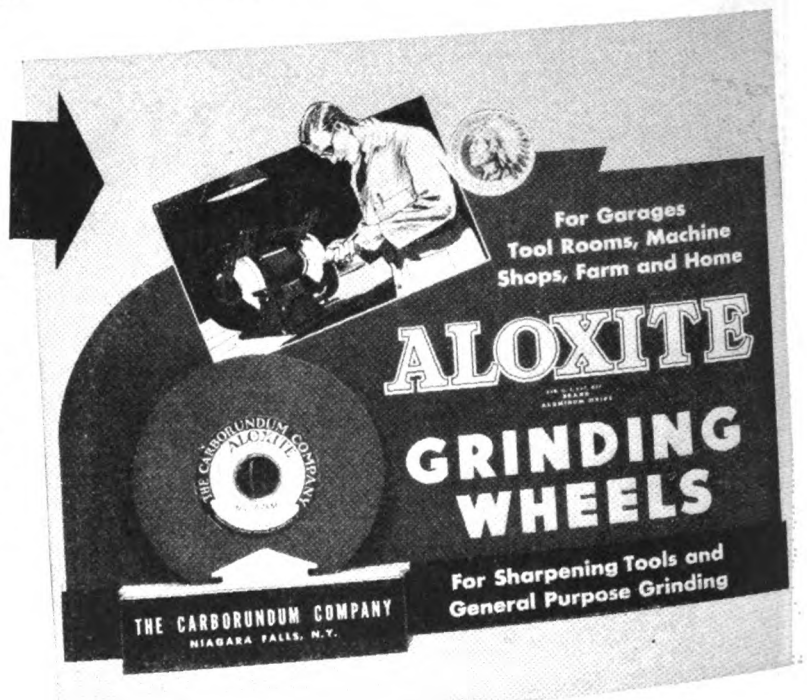
TURN WHEELS INTO DOLLARS!



with this profit-making display

● This Carborundum No. 956 Display sells Aloxite Brand Aluminum Oxide Grinding Wheels on sight to home workshop fans, farmers, garage mechanics, tool room and machine shop workers. Only 18 x 13, it packs a wallop in small counter space. Ask your jobber for these other hard-hitting Carborundum displays too!

CARBORUNDUM
ABRASIVE PRODUCTS

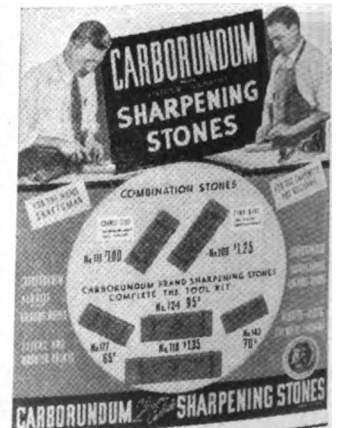


SHARPENING STONE NO. 109. This sales-getter shows the popular No. 109 Sharpening Stone to best advantage. Makes sales fast. Put one to work in your store.



SCYTHE STONES. This neat display takes up only 14 inches of counter space, but will do a real selling job. Contains 36 Scythe Stones, priced from 20c to 35c—price tags and pins included. You make \$3.46 on a total investment of only \$6.44.

SHARPENING STONES. This eye-catching display will help you pair-up sales of Carborundum Brand Abrasive Products with edged tools sales. It's a striking 3-color, sturdy display, suitable for window or floor use.



THE CARBORUNDUM COMPANY • NIAGARA FALLS, N.Y.
REG. U. S. PAT. OFF.

Sales Offices and Warehouses in New York, Chicago Philadelphia, Detroit, Cleveland, Boston, Pittsburgh, Cincinnati, Grand Rapids
Carborundum and Aloxite are registered trade-marks of and indicate manufacture by The Carborundum Company

HARDWARE AGE

Let Us Build Up Sales of

Builders' Hardware

at a Profit!

CHARLES J.
BEILFUSS



By CHARLES J. BEILFUSS*

Barrows Lock Works,
North Chicago, Ill.

"No price is too high for builders' hardware if the quality of the article justifies the cost"

IN my travels I have come in contact with a great many hardware institutions and have learned of the great variety of ideas and business methods employed. Some were good and some proved otherwise. After thoroughly analyzing a number of special conditions, I have learned that while it is not possible to alter local business conditions, selling methods when altered to cope with local problems result in upward strides. Sitting back and waiting for conditions to adjust themselves is invariably fatal.

With the increase in building volume it has become necessary to put a number of new men into

the builders' hardware contract fields. These men have not had the proper training. Yet building owners have to depend largely upon their hardware sources in order to advise them properly. But how can you expect these builders to receive the quality and type of hardware that will last at least as long as the building itself if the builders' hardware man himself does not know how to specify the hardware requirements correctly?

A thorough education in every phase of builders' hardware is vital at this time, particularly because now more than ever before the quality standards of builders' hardware have been lowered. There has been a tendency to

furnish any kind of hardware on a building instead of the type and quality that the architecture actually demands. I have even found synthetic hardware in homes that otherwise were expensively equipped.

Synthetic hardware seems to be the vogue for the inexperienced hardware man. If there is a synthetic working method that is profitable, it has not yet been brought to my attention.

An illuminating example of the error in selling this type of hardware concerns a prominent gentleman in the sports world who built a home in California. His contractor, acting in good faith and under the mistaken impression that he was saving his client's money, used synthetic hardware recommended by a hardware dealer.

The result was extremely unfortunate, but avoidable if the dealer had understood his business. The hardware remained on the building just five months and then had to be removed and replaced with the type of hardware which should have been installed

*Revised by Mr. Beilfuss from recent hardware convention talks he has made on the subject.

in the first place. This second order was for cast brass period hardware and was in keeping with the architecture of the house.

Obviously, then, there is such a thing as buying hardware that is too low-priced. And that type of hardware cannot be sold at a profit if it requires sales handling since the dollar value is not there.

Stop and consider, also, the increasing number of items in the building business today that have all the hardware applied before reaching the job—doors, windows, cabinets, etc. Here, too, where quality hardware has been applied, you will find a trained builders' hardware engineer responsible for its installation.

We have heard many times that skilled workmen in other trades are decreasing in alarming numbers. This is exactly what is happening to our profession. It is a challenge and each of us must learn to do a better job or leave the field entirely.

Everything and anything will help to remedy this situation. Let us get together and discuss mutual problems. Let us cooperate with each other to elevate the standards of our competitors. I believe that we will find that if our builders' hardware competitors are men of our own calibre, cut-priced bidding on jobs will largely vanish.

Why sell and service a job without profit? Builders' hardware contract houses are not charitable institutions.

You have seen a great building take shape. Each sub-contractor concerned with its construction can admit to having received satisfactory compensation. But the builders' hardware engineer usually finds himself in the red. Did he figure too low or was the job too big for his experience?

This builders' hardware engineer usually lays his trouble at the door of his source of supply, contending that the competition on a job of that size was very severe because manufacturers fought among themselves until only the skimmed milk was left when the award was finally auctioned off. But for a sum of money the builders' hardware engineer took the job of servicing and making the collection.

Now, of what could this man have been thinking to accept that job? Of course, when all his incidental expenses were totaled, he found himself in the red.

These conditions and situations warrant careful consideration. They must be corrected before they become too widespread. What are we going to do about them?

Know Your Line!

One solution is to know the builders' hardware business thoroughly; to know your line from "A to izzard," since, after all, you are the purchasing agent for the community which you serve. You must develop scientific management if you are to make your builders' hardware department pay big dividends.

Scientific management, to use the layman's definition, is finding the easiest, quickest, and most efficient way of doing a given thing and then making that method a standard practice. It is based upon analysis and elimination of lost motion and is just as applicable and valuable in both estimating and selling builders' hardware.

We all know and agree that salesmanship is purely a mental task with a thousand and one different facets and that to make a profitable sale—a sale that is satisfactory to both buyer and seller—certain conditions must be

produced. We must arrive at as near a sound basis as is possible. Every operation in the builders' hardware field must follow this rule.

And, now what about the "chiseling" contractor? When you cater to that type of firm or individual you are unfair to the firms that do respect your bids. Then why quote the "chiseler" at all? Instead, you should be working to establish a price basis that will show a fair margin of profit and one that will not permit drastic reductions.

In that way you can eliminate the evil of "chiseling" for any prior reductions would then have to come out of the distributed profit. It is high time for you to take a stand against this practice.

Now, when we have met our challenge what is our outlook? To what heights can we reach? In 1939 we had the largest total construction volume since 1930. We also had the largest residential building volume since 1929. And we find that 62 per cent of this residential construction was in units ranging between \$2,000 and \$4,000. All indications are that 1940 will raise this bracket materially.

With these prospects ahead of us, let's go back to selling quality builders' hardware, let's put our backs to the wheel and put back into the builders' hardware business the profit motive, for which we are all working.

It Is Time to Face Realities

IN THE MATTER of providing for the common defense, our assailability lies not alone in New York Harbor or San Francisco Bay. It is to be found in a domestic policy, which, even though conceived in the highest of motives, is contributing to unpreparedness. Through persistent propaganda and subsidy, this policy is becoming the accepted way of life. Our present bewilderment, our lack of unity, issue from this national program "to make America over." Here are some of the obstacles that stand in the way of an invincible America:

1. Frustrating industrial productivity through government labor policies.
2. Restricting the flow of savings into productive enterprise.

3. Chilling the zeal of management, through baiting and punitive taxation.

4. Deliberately limiting production of foodstuffs, fuels and other necessities of life.

5. Encouraging social and racial conflicts.

6. Discouraging thrift and sacrifice and economy through public example of extravagance.

7. Destroying state and local responsibility.

If political leadership will move against this fifth column of its own creation, the free people of America will rise to any emergency.

MERLE THORPE, Editor,
Nation's Business

"Dad, this New **MERCHANDISER**
sure helps us sell more rope!"

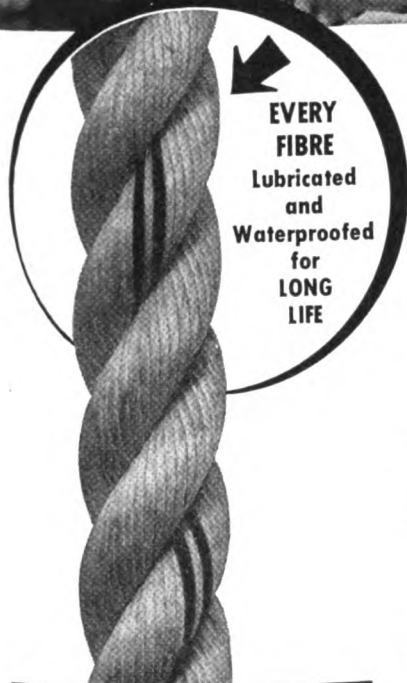
"Right, Son, and it
also gives **ACCURATE
MEASUREMENT!**"



"IT'S THE GREATEST THING
IN THE ROPE BUSINESS"

Arthur Carr of Carr-Leggett Hardware, Port
Byron, N. Y., says: "We like the Columbian
Rope Merchandiser because it enables us to
fill orders quickly and with much less labor.

"It is compact and gives exact measurement.
It attracts favorable attention and makes cus-
tomers think of their rope needs."



YES, the Columbian Rope
Merchandiser is bound to help
you sell more rope. It brings the rope out from hiding and puts it in
front of customers — a constant, forceful reminder to buy! Gives them a
chance to see it, feel it . . . helps them judge the size they want.

Takes up less space, too. Lets you store your rope in the basement.
Holds seven sizes which are pulled up through the floor into the display
unit. And the dial is as easy to read as that of a gas-pump. Gives
accurate measurement. Enables you to complete a rope sale fast.

More than a thousand of these Merchandisers are daily demonstrat-
ing their great value to Hardware Dealers. Get yours now. It will help
you to sell more rope in more sizes. Ask your Jobber Salesman TODAY.

QUALITY
Controlled
every step of the way

COLUMBIAN ROPE COMPANY

AUBURN, "The Cordage City," NEW YORK

RED —
WHITE —
BLUE —

**COLUMBIAN TAPE-MARKED
PURE MANILA ROPE**

Violation of Wage-Hour Law

Found in 24 Out of 25 Cases

Cedar Rapids investigation discloses that large amounts in unpaid overtime wages were owed by employers who were ignorant of the provisions of the law

A VERITABLE bombshell that promised to give unsuspecting Cedar Rapids, Iowa, employers an eventful rude awakening, was tossed into the midst of a handful of business men and attorneys at the Cedar Rapids Chamber of Commerce when M. L. Downey, investigator for the Federal Wage-Hour Division, said 24 of the first 25 cases probed in Iowa were violations of the law.

Downey estimated, if results in Cedar Rapids were characteristic of findings to date in cities of similar size, that Cedar Rapids employers, not exempt by statute, conceivably already owed "from \$60,000 to \$70,000" in unpaid wages for overtime work under the provisions of the law.

Through a multitude of questions hurled at the investigator, the employers indicated they were wondering whether they, unknowingly, were failing to comply with the law.

Criticism was offered for failure of the wage-hour division to send instructors and speakers into the field earlier. Downey explained a limited congressional appropriation had compelled a small staff to handle this region, consisting of six states.

Though the law had been in operation since Oct. 24, 1938, Downey's explanation and interpretation of it were the first brought to Cedar Rapids by an authorized representative of the Wage-Hour Division.

Downey explained that an executive to be classified as exempt, must be in charge of a department; must have one or more employees; must be employed at the rate of \$30 or more a week; must not do a "substantial amount" of work of the type of that done by his subordinates; must have authority to hire and fire or carry weight in his recommenda-

tions; must have a job that requires tact in dealing with others; and must be permitted to make decisions that are final.

Officers of a company are exempt by statute.

In reply to questions, those employers, whose business transactions apparently were within the scope of the Wages and Hour law, learned to their amazement from Downey's interpretation that:

1. Any high-salaried employee not exempt under the law must be paid overtime, at a time-and-one-half rate, for every hour worked beyond 42 each week. Under this interpretation a \$100 or \$500-a-week employee must be paid for any extra work not offset in the same week by compensatory time off.

2. If an employee is told by the employer, who goes out to play golf, to quit work on reaching 42 hours, and the employee fails to do so, the employer must pay him for overtime work done despite orders.

3. If an employee errs in his work and must re-do it after working hours, he is to be compensated at the overtime rate of time and one-half.

4. Any employee with personal initiative, desiring to work extra hours in order to promote himself, cannot do so unless he is paid overtime.

5. An employee in an executive capacity, who does work of a "substantial amount" similar to that of subordinates, is not exempt from the Wage-Hour provisions.

6. Either a time clock or time cards should be used for all employees coming under the law.

7. If an employee voluntarily starts work before he is required to, he must be paid for that work.

8. Outside salesmen are exempt except those carrying merchandise with them.

9. In making restitution to an employee, an employer cannot deduct the amounts paid in bonuses, vacations, sick leaves, or extra compensations.

10. In case of suits brought by employees, all burden of proof is on the employer.

Downey explained in a later interview that most violations, in his belief, had not been willful. "They are due, largely," he said, "to the fact that books have been set up wrong from the beginning and employers are not clear as to whom the act affects.

"Back wages in the violations began accumulating when the act went into effect Oct. 24, 1938," he explained. "Like a rolling snowball, back wages keep adding up, and the restitution will become prohibitive unless employers stop and determine whether they are violating the law."

Downey said if employers feel they are breaking the law, they must ask a Wage-Hour investigator to examine their books.

"If we find there is a violation, we set up the books in a correct manner, see that the employer turns over to the employees the amount of money due in overtime wages, and set him right for the future.

"We are actually doing a favor for those that ask us to come, for we are saving them from paying out for any further restitution. The longer an employer violates the law, the more restitution he must make. And we shall eventually get to every firm in the state anyway.

"To date, we have found only one willful violation in Iowa," Downey said.

"A willful violator, in addition to making full restitution, may be fined \$10,000 on the first offense and get a six-months jail sentence in addition on the second violation."

*As condensed from A.N.P.A. Bulletin by The New York Press.

☆☆☆ **Hit at the Housewares Show!**

☆☆☆ **Hit on the Counters Everywhere!**



—Bound to be a Hit with Your Customers, Too!

At the Housewares Show in Atlantic City, our new Fleurette Kitchenware Ensemble caught the eyes of the industry's shrewdest buyers . . . won their highest praise — "You've got a hit!"

And a hit it's been, everywhere that Fleurette has been shown since then — a hit that makes music at the cash register.

Fleurette has what it takes to make a hit — a design that appeals to women . . . in Geranium Red and Leaf Green, the colors they want. No blank sides, either — the finely lithographed design covers each piece.

Fleurette is ready for delivery right now in two styles:

FLEURETTE LR — With Geranium Red flowers and trim, combined with Leaf Green.

FLEURETTE LG — Leaf Green flowers and trim, combined with Geranium Red.

Our new Fleurette is just one of the designs in the Owens-Illinois line of kitchenware sets. It's a line you can always bank on for quality workmanship and lithography, for sure-fire appeal that gets quick sales action. It deserves a place in your store.

OWENS-ILLINOIS
CAN COMPANY

HOUSEWARES DIVISION • TOLEDO

He Was Unemployed—So He Created A Profitable Business

*"Every familiar item was once
a new idea and they have made
hundreds of jobs and fortunes"*

BACK from the Stone Age—in our blood—we inherit an inborn, prenatal desire to hunt and fish. These activities once meant the difference between food or hunger. This desire lingers with us all our lives, from boyhood to old age. I am sorry for the man who does not thrill to a good fish story—there's something missing in such a man.

Now this is a story *about bait—fish bait*, but you can't write about bait without writing about fish and fishing.

This story is suggested by a very well-written article in a trade magazine, *The Glass Packer*. When I concentrated my mind on the subject of fishing and when I reviewed all the fishing I had done, my first reaction was as to the great variety of fish and fishing *and bait* there is. This question let loose a flood of memories. As a boy, sunburned, barefooted, clad in just a shirt and pants fishing *with worms* in a pond or a creek. I caught sunfish and catfish. What days! What thrills!

Then years later "blue" fishing from a sailing boat off of Martha's Vineyard. No rod, just a heavy cotton line, large hook and heavy sinkers with *squid for bait*. We hauled them in, five to 10 pounds, the line cut our hands, and our clothes were soaking wet, but we were happy. We threw the fish into a barrel in the waist of the boat and it was soon full. Two of my friends, well known hardware men from the west, were so seasick they could not fish. They were not happy. It was surely "*blue fishing*" for them! Not much fun to

By SAUNDERS NORVELL

get up in the dark and be seasick. No more for them!

Trout fishing on White River in Colorado. The bait was of all colors and kinds of feathers—*invitation flies*. Dry fly fishing. You waded down the ice cold mountain stream. To me this is the most thrilling fishing of all. The rushing stream, the rocks, the hills, the willows along the banks, the clear bracing air, the flashing sunshine on the water. Never-to-be-forgotten days!

Are Fish Color-Blind?

Are fish color-blind? It was proved they are not. Tubes of various colors were placed in a tank full of bass. In only one—red—was their food placed. The bass investigated, paid no attention to the other tubes and only went after the *red* one!

While trout fishing in Colorado I sat in the shade under a willow on the bank. Before me was a deep quiet pool behind an enormous boulder. Idly I flicked my flies across the pool. There was no answer. I tried combination after combination out of my well-filled fly book. Nothing doing! Then I tied on three *bright blue* flies and dropped them on the mirror-like surface of the pool. There was a flash like lightning and a splash, *two* large speckled beauties were pulling against each other on my leader. What attracted those trout was the color *blue*. I don't know why.

Then in time I was with my chil-

dren at a little hotel in the Schneaux (Snow) Islands up above Mackinac. We went fishing with worms in a rowboat. We pulled in "croppie" by the dozen. I had to do all the baiting, and it was a job. But what a great time the kids had!

I wanted a muscallonge. So with a half-breed Indian I went out early one morning. He rowed to a pond with a sort of nice dam. The Indian shook his head at my light trout rod. "No good," he grunted. I agreed if I caught a "musky" I would give him my wool sweater. On my light line was a Dowagiac *wooden minnow*.

The Indian slowly rowed in a wide circle. I trolled off toward the shore. Suddenly a great silver fish broke the water. "You got him," yelled the Indian, but I hadn't felt a thing. Then, all at once, he was off! My rod bent double, my reel was sizzling! He ran away like an express and came back straight for the boat. The Indian using an oar like a paddle turned the boat and let him pass. What a sight he was! After 20 minutes he was aboard, and he was a 12-pounder. Back to the hotel. The Indian followed me to my room. He reached toward me and grunted—"sweater!"

Then there was the interesting experience at Jacksonville, Fla. Senator Cameron's yacht was tied up at the dock. His captain was to take her north on the inside route. We hired the yacht from the captain for a week's cruise on the St. Johns River. We slept on board, but oh, the mosquitoes! They hung in the air in clouds and they laughed at mosquito bars. But we stuck it out.

PETERS ANNOUNCES TWO NEW BULLETS!

"Inner-Belted"
Soft Point

"Inner-Belted"
Hollow Point

CONVENTIONAL SOFT POINT



COMPARE THIS "INNER-BELTED" SOFT POINT BULLET WITH THE BULLET AT THE LEFT



Serrated jacket tip of thin metal assures symmetrical expansion with deep penetration.

Bullet mushrooms to approximately twice original calibre. Jacket curls back but does not break away.

INNER-BELTED thick mid-section of metal jacket controls expansion . . . clinches lead core in large base chamber . . . prevents disintegration.

Real news for big game hunters! For the first time in shooting history, a soft point bullet that provides positive controlled expansion and minimum disintegration at ALL hunting ranges! Also a hollow point bullet with the same advantages. *Both at no increase in price over conventional-type bullets!*

Read in the chart at the left what this modern version of your soft point favorite (and its hollow point brother) offer in the way of deeper penetration and maximum stopping power.

These sensational new bullets strike like lightning and drop the biggest game in its tracks—whether you shoot *in close or far out!* Both offer the finest accuracy—as proved by exceptionally small groups in tests at 200 yards.

CHOOSE FROM THESE 27 POPULAR WEIGHTS AND SIZES—ALL "HIGH VELOCITY"

Peters "Inner-Belted" Hollow Point

- .250 Savage, 100 Gr.
- .30 Remington, 170 Gr.
- .300 Savage, 180 Gr.
- .300 Magnum, 220 Gr.
- .30/06 Springfield, 180 Gr.
- .30/06 Springfield, 220 Gr.
- .30/30 Winchester, 170 Gr.
- .30/40 Krag, 180 Gr.
- .30/40 Krag, 220 Gr.
- .303 Savage, 180 Gr.
- .32 Remington, 170 Gr.
- .32 Winchester Spl., 170 Gr.
- .348 Winchester, 200 Gr.
- .35 Remington, 200 Gr.

Peters "Inner-Belted" Soft Point

- .25 Remington, 117 Gr.
- .25/35 Winchester, 117 Gr.
- .30 Remington, 170 Gr.
- .300 Savage, 180 Gr.
- .30/06 Springfield, 180 Gr.
- .30/30 Winchester, 150 Gr.
- .30/30 Winchester, 170 Gr.
- .30/40 Krag, 180 Gr.
- .30/40 Krag, 220 Gr.
- .303 Savage, 180 Gr.
- .32 Remington, 170 Gr.
- .32 Winchester Spl., 170 Gr.
- .35 Remington, 200 Gr.

High Velocity is Reg. U. S. Pat. Off. Inner-Belted is a Peters Cartridge Division Trademark



PETERS PACKS THE POWER



PETERS CARTRIDGE DIVISION, Remington Arms Co., Inc., Bridgeport, Conn.
MEMBER AMERICAN WILDLIFE INSTITUTE, "FOR A MORE ABUNDANT GAME SUPPLY"

PETERS High Velocity PACKS THE POWER

POWER for sales

WHAMMO! There's cash register wallop in Peters High Velocity line, because of . . .

SMASHING NATIONAL ADVERTISING that consistently pre-sells your customers on this powerful ammunition. In 1940, over . . .

6,000,000 SHOOTERS—on farms and in towns and cities throughout the nation—will be reached by High Velocity *advertising* that packs the power . . . pulls them into your store to buy! Add to this . . .

SMASHING PERFORMANCE! For 53 years, Peters has *pioneered* in many ammunition improvements . . . another powerful reason for continued heavy sales!



POWER for your customers

EXTRA WALLOP! Sledge-hammer power exactly tailored to fit the demands of shooters today!

EXTRA SPEED! With sensational *reach* in High Velocity rim-fire and center-fire cartridges and shot shells.

EXTRA ACCURACY! Every shot counts with this superior ammunition. It's precision made . . . kept to rigorous standards by the Peters Research Laboratory.

"RUSTLESS" NON-CORROSIVE PRIMING ends gun cleaning. Another reason why there are repeat sales in every box of High Velocity ammunition . . . extra profits in this profitable line!

There was a lot
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There was a lot of fun. We stopped to fish and caught bass by the barrelful. We didn't troll, we just cast using *bait-revolving metal minnows*. We shot at alligators sunning on dead logs. We watched the water hyacinths circling up and down in the eddies. We tied up at the abandoned boom town of Astor. We landed and went to a hotel for lunch at Palatka. The hotel clerk said, "You must register." Bill, my partner, answered, "Sure—what names do you prefer?" That was a great week, and I wonder if Senator Cameron ever knew his captain took our party for a cruise. I can recommend the Senator's refrigerator!

Doniphan, Mo., is on the Current River. At another time with the Barretts, hardware men, we loaded skiffs on lumber wagons, cut across country 20 miles and then floated down the swift, clear, winding river for 50 miles. We cast from the middle of the stream in toward the banks, and big fighting bass just climbed on board. What fishing! I think for bait we used grass hoppers and helgramites.

On Long Island Sound when the snappers run by the million we used a funny bait which we prepared in our homes. It was ground meat mixed in cotton and rolled into small balls. A little menhaden oil made this bait more appetizing to the snappers.

Our greatest catch was one day when we anchored just behind a boat that was "chumming." Throwing bait on the water. The strong tide carried this "chum" by our boat and the fish followed, and our buckets were soon full of them. One thing is certain—there is no "race suicide" among fish.

Fishing in Florida

Yes, I could tell of tarpon off Florida and shark off Havana, of sailfish and barracuda, but all these tales have been told. There is just one more story and that is fishing off Port Huron in Canada. Port Huron, like traveling in a circle, brings me to the point of my story.

One summer our family went to Port Huron, Mich. It was the most democratic place I ever saw. We slept in a cottage on stilts over the sand beach and ate in a community restaurant. I never saw and felt so many flies in my life. It was a children's paradise. They were in and out of the water all day, and at night we toasted marshmallows by firelight on the beach. When there

was a dance all the babies came in arms and in baby carriages. You could dance, but the unwritten law was you must also take your turn and hold a baby.

I had heard of the great bass fishing on the Canadian side. A young nephew and I went over one evening there, obtained our fishing licenses, slept in a log cabin with plenty of company, arose before daylight, climbed in boats and were rowed to the "rocks." It was windy, wet and rough. We anchored, and a whole school of boats was there. I had a short Bristol steel rod and a wooden minnow with three ugly hooks. We were soon casting, and how those fool bass did grab at those ugly hooks. We just snaked in the

fish. As it became lighter I saw a flock of ducks drifting toward us over the lake. But all of us were fishing. We were not out for ducks.

Suddenly the air was torn with five loud shots in rapid succession. My nephew had drawn his automatic and was firing on the ducks.

Pandemonium broke loose. I never heard such swearing. The crowd just wanted to murder my nephew. Fish not only know colors, but they must also have ears. That was the end of a perfect day for fishing. I spirited my nephew back to the United States, and that, my dear readers, was how I visited Port Huron where the hero of this story being out of a job, took thought and made one for himself.

* * *

From a Bucket of Shiners

—to world's largest packers of natural baits.
(Story of the Day Bait Co., Port Huron, Mich.)

'A pailful of minnows in the hands of a barefoot-boy fisherman more than 35 years ago started a new industry which today is indispensable to year-round angling.

"George C. Day of Port Huron, Mich., was the barefoot boy, and, like many small-town boys of that day, he was alert for every chance to make a dime. That native alertness, along with an almost naïve approach to chemical, preserving and packaging problems, in which he received no training, is the key to the story of his amazing enterprise, the Day Bait Co., world's largest packers of natural fish bait.

"How far the company has progressed is indicated by the size of its scheduled pack for 1940—more than 1,000,000 glass containers-full of minnows, grasshoppers, worms, frogs, crayfish, crickets, and other choice morsels for exacting fish. These products are kept in their natural state in the jar by means of a preservative fluid—the result of a long series of experiments which made possible the growth of the business.

"To appreciate what George Day has accomplished, one has to start back in 1902. That's when George, as a kid, was seen carrying the bucketful of shiners up from the St. Clair River, at the point where Lake Huron flows in. That's a long way back in time and a long way back into the interior, but it shows how opportunity is ever knocking at the door.

"The pail of minnows attracted the attention of a railroad brakeman on the daily run to Bay City in the morning and back in the evening, which carried many fishermen to the Bay district during the fishing season. The brakeman bargained with George for three pails a day in season, specifying a size of pail—the lard tub—which was unexpected to George. The latter was stumped for a moment, until the brakeman explained that he was willing to pay \$2 cash. Six dollars a day—that was a lot of money to any kid in those days! George could do a lot of work for that amount.

"The brakeman would load the shiners on his train for the 'up' trip in the morning, bringing back the empties on the return trip. As the business rolled in, George wondered: anyone who could afford to pay \$6 a day must be making a big haul himself. When he investigated he was amazed to find his partner retailing the bait at the other end for \$10 a tub, a clear profit of \$24 a day. The agreement with the brakeman didn't last long after that. The Day Bait Co. of Port Huron soon was founded to engage in the minnow business and to sell fish between the sport seasons. It was on a very small scale at first.

"The next problem Day encountered was a preserving one. If only he could seine lots of shiners

(Continued on page 90)

Monopoly in Retail

IN one day, a short time ago, two significant facts came to my attention. An authoritative book on chain store distribution, published in 1931, declared that the retail hardware business was practically immune to chain store competition. On the very day I read that statement I was reliably informed that in one Wisconsin city of 25,000 population there is now only one independent hardware store left in business. The impact of monopoly is battering down your front door!

In 1919 the chains did approximately 4 per cent of the retail business in the United States; in 1923, 6 per cent; in 1926, 9 per cent; in 1927, 12 per cent; in 1929, 20 per cent; and in 1933, 25 per cent. We shall have to await the 1940 Census for figures on the proportion of business done by the chains at the present time, but it will probably be about 30 per cent.

Sears, Roebuck & Company, which in 1931 had a gross volume of \$316,294,562, last year had sales aggregating \$657,061,593. In other words, its sales had more than doubled in eight years. That the rate of sales increases is accelerating is shown by the fact that 1939 volume exceeded 1938 volume by 23.3 per cent.

Montgomery Ward sales were \$198,118,920 in 1931; in 1939 they were \$501,819,199—an increase of 153.3 per cent in eight years. Its increase of 16.7 per cent last year followed an even more spectacular growth the year before.

A & P's sales last year aggregated \$1,000,000,000, exceeding the previous year's total by 15 per cent. In 1939 the combined volume of chain grocery and combination food stores jumped 9 per cent, while that of their independent competitors declined 1.6 per cent. Last year



THEODORE CHRISTIANSON

the chains did 37 per cent of all business done in grocery and combination food stores.

While these figures are startling, they fail to present fully the progress of the chains in concentrating business; for they are national averages, and as such they include the sparsely settled and more remote areas which the chains had not yet readily invaded. The true picture can be had only by seeing what the chains have achieved in the great cities. Here is a table, compiled from figures assembled in the Census of Distribution for 1935. Unfortunately it does not cover hardware, and probably could not do so, due to the fact that so much of the hardware business is done outside of hardware stores.

As chain expansion continues, it is logical to assume that chain business will reach the same proportions in territory that has heretofore been neglected as in that which has been exploited; and that with more and more independents eliminated, the chains' domination will also become even more pronounced in the cities I have cited.

The process of monopolization is accelerated by the consolidations of chains, and by absorption of the smaller chains by the large ones. Recently Gamble Stores, which had its beginning a few years ago in a country town in my state, took over another chain in the far West.

The Federal Trade Commission in the final report of its chain store investigation throws some light on the methods by which hardware chains may be expected to merge into larger and larger units by showing how Safeway spread from its home in southern California, until it sprawled over the entire western half of the map of the United States and invaded the District of Columbia.

The great curse of the chain method of operation is that the process of consolidation and expansion must go on. The moment one of these huge entities ceases to grow it begins to die. The tendency toward monopoly is inherent—it is inevitable. First the chains, big and little, put their independent competitors out of business; then the big chains proceed to absorb the little ones; finally the big ones

PERCENTAGE OF BUSINESS DONE BY CHAINS IN VARIOUS CITIES

	Groc.	Drugs	Shoes	Variety
Boston	53.4	29.8	56.1	97.7
Buffalo	47.8	26.3	72.9	93.1
Chicago	56.8	47.5	69.7	98.4
Cleveland	60.2	49.9	63.4	97.2
Los Angeles	49.5	33.8	68.7	92.3
New York	41.2	26.8	64.6	94.0
Pittsburgh	50.3	44.6	63.0	97.8

Distribution

By
THEODORE
CHRISTIANSON
Public Relations Counsel,
National Ass'n of
Retail Druggists,
Chicago, Ill.

consolidate into great regional or national organizations.

The chains' progress toward monopoly has been accomplished, not only by capturing more and more of the nation's retail business, but by reaching out for domination of wholesaling and manufacturing as well. By extending their control over production as well as distribution, they assume the pattern of the European cartel. They become vertical trusts.

Functions Taken Over

The first non-retailing function the chains took over was wholesaling. It is important in that connection to recognize a distinction; they did not eliminate wholesaling; any one conversant with distribution knows that wholesaling is an unavoidable function in getting goods from the factory, where they are produced in large quantities, to the retail store where they are sold in single items; the chains did not eliminate wholesaling, although they have eliminated many wholesalers; they merely set up their own wholesale agencies, which they generally call regional warehouses.

The next step in the development of the cartel was to take over manufacturing, either by acquiring factories of their own or by taking over the output of factories owned by others. Many years ago the two great mail-order houses began acquiring factories of their own. Within the last few years the big grocery chains have gone into manufacturing.

By adopting the vertical-trust principle of operation and controlling both manufacture and distribution of its own brands, the big chain is able to earn enough profit on those brands to sell the standard brands, in which its non-manufacturing competitors must deal, below actual cost and thereby to drive those competitors out of the mar-

"CONCENTRATION in distribution is more dangerous than concentration in production because it can easily result in monopoly in both distribution and production. The chain store problem is only a part of the problem of monopoly, but it is the most dangerous part. The people must destroy monopoly or monopoly will destroy them. They must insist on thoroughgoing and effective methods."

ket. It has laid the foundation for the establishment of a monopoly in distribution, and ultimately in manufacture.

A decade ago the big packers made a more modest application of the vertical-trust principle when they opened a few grocery stores. It will be recalled that they were enjoined in what were known as the "Consent Decree" cases. When the packers asked to have the consent decree modified, the Supreme Court of the United States refused to do so, saying that the defendants had followed the practice of fixing the prices of groceries so low *over temporary periods of time* as to eliminate competition by rivals less favorably situated.

Close Parallelism

There is a close parallelism between what the packers were enjoined from doing and what the great national chains are now doing every day.

We are told, if chains need to be checked they should be checked by legislation and not by taxation. It is wrong to use the power of taxation for any purpose save that of raising revenue—this thesis is seriously advanced by the spokesmen of mass distribution and parroted by the

very interests that for a century and a half have been the beneficiaries of a protective tariff.

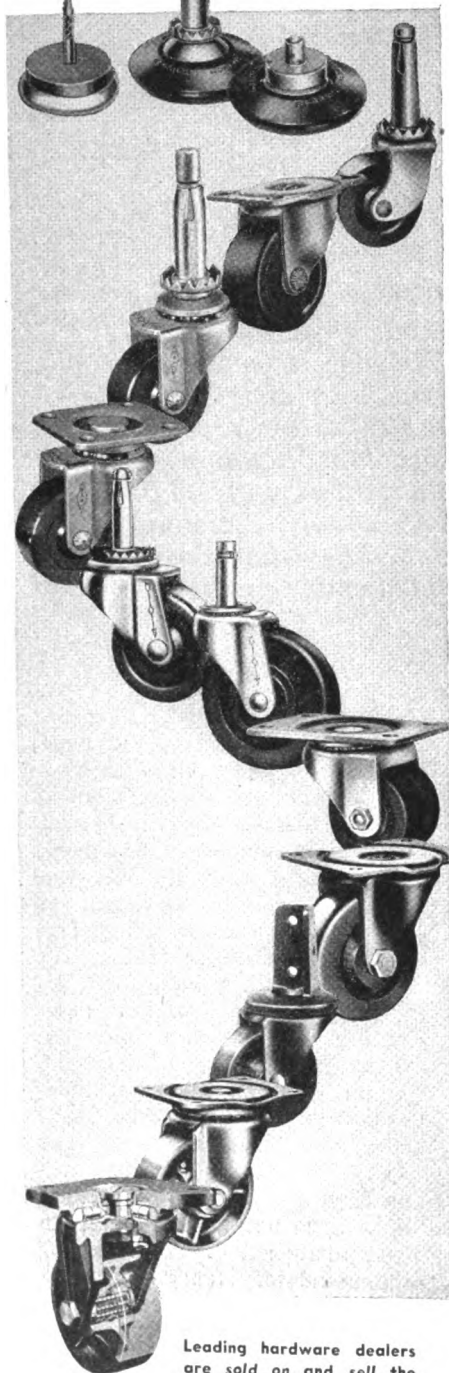
"Regulate us, but don't put us out of business!" That has always been the plea of Monopoly; and always, when the plea was heeded, Monopoly has fought the regulatory measures adopted to the last ditch, carrying the battle to the highest courts.

To end the evil of loss-leader selling, some 20 states have enacted laws making it unlawful, in the ordinary course of business, to sell merchandise below cost; cost being usually defined as including a minimum mark-up of 6, 8 or 10 per cent. These laws have not put an umbrella over inefficient distributors, for the mandatory margin in each case is below the most efficient distributor's cost of doing business.

Among the states which early enacted such a law was Minnesota, but the first Minnesota statute was not allowed to remain in force. No subsequent legislature repealed it. No consumer went into court to enjoin its enforcement. That measure, designed to regulate the retail business by prohibiting the deceptive and demoralizing practice of loss-leader selling was attacked by the very interests that

Bassick

CASTERS



Leading hardware dealers are sold on and sell the Bassick line because it has been for years, and still is, the leading brand. It means casters with a guarantee of satisfactory service — It is a bulwark of good will and profit for the dealer.

Write for new catalog

THE BASSICK COMPANY
Bridgeport Connecticut

now pretend to want regulation.

Surely we are justified in doubting the sincerity, or at least the permanence, of the chains' death-bed conversion to the idea that loss-leader selling is an evil which should be strictly regulated. Let us consider some of the difficulties encountered in such regulation and see whether the elimination of those chiefly responsible for the evil is not a surer remedy.

Two Types of Laws

Two types of laws have been enacted to deal with loss-leader selling, known, respectively, as fair trade laws and unfair sales practices acts. The former, now in force in 44 states, permit manufacturers of branded merchandise to enter into agreements with one or more distributors to establish minimum resale prices, such minimums to be binding on all distributors within the state, whether party to a fair trade contract or not. The latter, the type known as unfair sales practices acts, I have already described. While the latter type has the advantage of being applicable to all kinds of merchandise, whether branded or not, and of being mandatory instead of contingent upon the willingness of a manufacturer to enter into a contract, it has certain disadvantages, including doubtful constitutionality.

Constitutionality

The constitutionality of fair trade laws has been upheld by the Supreme Court of the United States, and their validity under most state constitutions is now generally admitted. The status of unfair sales practices acts, however, is different. No case involving the question of their constitutionality has reached the Supreme Court of the United States, but 13 such cases have been decided by state supreme courts. In seven, the power of the legislature to prohibit below-cost selling was upheld; in six it was denied.

The first answer, therefore, to those who have advanced the thought that the proper approach to the problem of dealing with the chain stores is to regulate them rather than to check their growth by taxation, is that laws to stop their use of the loss-

leader technique for taking business from their competitors are of too limited applicability as to one type of laws and of doubtful constitutionality as to the other.

The second answer is that the particular chains against which the Patman bill is directed, which are large enough to do their own manufacturing and strong enough to force manufacturers to sell at prices dictated by them, are aided rather than hindered by loss-leader laws.

Independent's Problem

Chains which do their own manufacturing can, if they will, forego manufacturing profits and base their minimum retail margins on prices which represent only labor and material costs. When they buy goods manufactured by others, they often require the manufacturer to shift his entire overhead to that part of his output which moves into independent channels, on the plea that his chain customers enable him to operate his plant when otherwise it would remain idle. In either event the independent is whipped before he gets started. He must base his minimum mark-up on a higher base, and therefore he is out of competition.

Retail Mark-Up

Most unfair sales practices acts require a retail mark-up of 6 per cent and a wholesale mark-up of 3 per cent. Goods moving to the consumer through wholesaler-retailer channels therefore have to carry a combined mark-up of 9 per cent. On the other hand, chains buying directly from the manufacturer are classified as retailers despite the fact that they also operate as wholesalers to their own stores, and are, therefore, required to mark their goods up only 6 per cent. Thus, if they choose to undersell the independent retailer on some item used as a leader, they can do so to the extent of 3 per cent without violating the law.

Having established that, at least as to the larger chains, regulation is ineffective; that their buying and selling practices inevitably lead toward concentration of retail business, and of manufacture as well; and that the chain system, therefore, is in-



1. What nationally-known baking ware is celebrating its 25th birthday this Fall?
2. What brand new promotional idea will boost this product during September and October?
3. Why is this baking ware sometimes called "three products in one?"
4. What companion product, made from glass, is used directly over flame on top of the stove?
5. True or false: This product (1) carries the slogan, "Makes Every Woman a Better Cook," (2) is extremely popular for gifts, (3) lets women see foods as they cook!
6. What does the slogan "45 million in 40 days" mean in connection with this product?
7. Why does the manufacturer of this famous ware advertise in FAWCETT FICTION UNIT,* which reaches more than 1,395,000 young women buyers?

* TRUE CONFESSIONS

ROMANTIC STORY

MOVIE STORY

ANSWERS ON PAGE 85

FAST MOVING DRIVERS!



STANLEY No. 25 Screw Driver

This is the three-step locking construction that has made the Stanley No. 25 Screw Driver a first choice of craftsmen. This patented construction makes it possible to temper the alloy steel blade its entire length, providing great strength. Stronger, better insulated, and with accurately machine-crossground tips, the Stanley No. 25 Driver is made in eight lengths, 2½" to 12". Available in an attractive, sales-building counter unit. Order it from your jobber.



STANLEY TOOLS

DIVISION OF THE STANLEY WORKS

New Britain, Conn.

"THE TOOL BOX OF THE WORLD"

herently monopolistic, let us see whether there is any other existing legislation adequate to check the progress toward monopoly.

Let us first consider the possibility of proceeding under the Sherman Act. That law, to be sure, carries a broad prohibition against monopoly; but by judicial attrition its teeth have been worn down until they have little effectiveness against the type of monopoly represented by the big chains. In the first place, that law as interpreted does not recognize that there is such a thing as economic monopoly, as distinguished from legal monopoly. Under the Sherman Law, a corporation might have an absolute monopoly in fact, and yet be held not to have a monopoly in law. Also the Sherman Law fails to reach potential monopoly. A legal monopoly must be an accomplished fact in order to come under the ban of the Sherman statute.

Under decisions of the Supreme Court, a corporation might do all the business within its field of operation, it might have absolutely no competition, and yet not offend the Sherman law, notwithstanding Section 2, which makes it a penal offense to monopolize or to conspire with others to monopolize any part of interstate and foreign commerce.

The Sherman Anti-Trust Law as now interpreted is not adequate as an instrument for dealing with the chain store situation. On the contrary, it is an instrument for the oppression of independent business men and for aiding their monopolistic competitors rather than one for curbing monopoly and preventing economic concentration. Thus an individual may with impunity so price his merchandise as to insure a return covering the invoice cost of the goods plus his cost of distribution; but if two or more individuals agree to do so, they are guilty of conspiracy. But a great corporation, being in the contemplation of the law a "person," may fix the prices to be charged in 10,000 stores.

It is unlawful for two individuals operating as such, to establish prices for two stores; but it is entirely lawful for 1000 persons, using the corporate device and hiding behind a legal fiction, to decide the price policies of thousands of stores. Thus the Sherman Anti-Trust Law enables

individuals using the state-conferred power to create an artificial person, to do what the same individuals could not do through a more natural form of association.

What about that other statute designed to prevent monopoly, the Clayton Act? Does it afford an adequate safeguard against excessive economic concentration? Does it give us a means to deal with the chain store problem?

We have already noted that chain store consolidations have been accomplished in two ways: First, through the purchase by one company of the physical assets of other corporations; second through the acquisition by one company of the capital stock of other companies. The first, the acquisition by one company of the physical property of another, is not prohibited by the Clayton Act even though the companies are in competition with each other. The Supreme Court has extended the immunity even farther than the statute intended; it has held that there is no power in the Federal Trade Commission to order a corporation which has acquired the physical assets of a competitor after the acquisition of its capital stock in violation of law, to order a divestiture of those assets.

What Does It Do?

What does the Clayton Act provide as to the acquisition by a corporation of the capital stock of a competitor? In general, such acquisition is prohibited, but *only* when the effect "may be to substantially lessen competition," to restrain commerce in any section or community, or to tend "to create a monopoly of any line of commerce." In view of the practical difficulty of proving in court that the amount of competition in any trade area was substantial before the acquisition, or of measuring the extent of that competition, the limitations in the act make it practically impossible of enforcement. This is particularly true when the acquired companies continue to operate under their own names and in ostensible competition—the same kind of competition that would exist between two stores owned by the same individual and operated in the same block.

So far as I am aware, there is no case of record where the Clayton Act has been invoked successfully to prevent a chain store consolidation.

We should be more concerned, Congress should be more concerned, about concentrated control in distribution than about concentrated control in production. To the generation that passed the Sherman Act, a "trust" meant a combination of manufacturers to raise prices. That was natural, for at that time there was no such thing as integrated distribution. Distribution was in the hands of independent wholesalers and retailers, who were too small to dictate to manufacturers. The danger then was that the manufacturer should build a monopoly. To prevent that, the Sherman Law was passed; and to that end I believe it is adequate whenever it is enforced.

Changing Picture

In the last few decades the picture has changed. Big Business has gone into distribution, and has built up entities much more powerful than most of the manufacturers that supply the mass distributors with merchandise.

In the American economic system, the strategic points of control are the points of distribution. He who has command of the market holds the front-line trenches of industry. It is because they realize that, that successful mass-producers like Henry Ford, Chrysler, General Motors, and International Harvester have kept their products out of the hands of the mass-distributors.

For emphasis I repeat: Concentration in distribution is more dangerous than concentration in production because it can easily result in monopoly in both distribution and production. The chain store problem is only a part of the problem of monopoly, but it is the most important part. The people must destroy monopoly, or monopoly will destroy them. They must insist on thorough-going and effective methods. Desultory prosecution, usually of the small monopolies rather than the big ones, will not stop the progress of concentration—a progress that has been accelerated every decade and

every year since the Sherman law was enacted.

How can you, as retail hardware dealers, make yourself effective in the war against monopoly? As individuals you probably cannot do much. As a strong and militant organization you can be an important factor. But no one trade association is powerful enough to meet and defeat this strongly entrenched army.

We, of the National Association of Retail Druggists, recognized that fact; so we joined with other trade associations in organizing the Freedom of Opportunity Foundation. The independent grocers recognized it, and launched the Trade Independent movement, which your organization joined as co-sponsor.

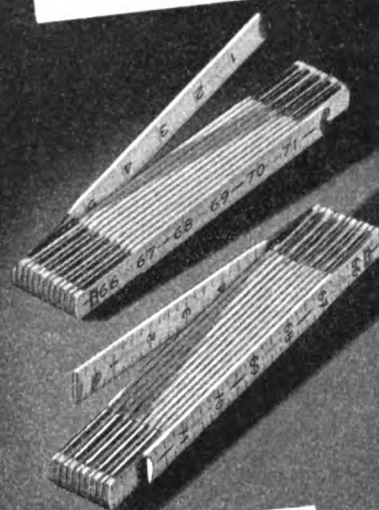
But the Freedom of Opportunity Foundation and the Trade Independent movement, working as separate organizations, could not hope to meet successfully the "blitzkrieg" of Big Business. So they have effected a merger, and have become the United Independents of America. Under its banner we hope to assemble all the independent trade associations in the United States, representing not only the retailers, but also the wholesalers, of America, and such manufacturers as are wise enough to realize that their future depends on the preservation of independent distribution.

A Coordinator

This new organization will not supplant existing trade associations. It will supplement and coordinate their activities. It will support helpful legislation at the state capitals and in Washington, but it will do more than that. It plans to carry the message of home-owned and home-controlled business to every community in the land, using the press, the radio, the luncheon club, the consumers' group, and every other means of publicity and education in an effort to re-dedicate and restore America to the principles under which it grew strong and great.

As president of the United Independents of America, I am especially commissioned to invite the National Retail Hardware Association to give its powerful support to this movement.

**EASY
READING
LONG
WEARING**



STANLEY "F" Marked Green End Rules

Stanley "F" or Flat Marked Rules have the numbers on the inside face of the rule—figures lie flat to work even when rule is only partly opened.

They're Green End Rules—large clear figures; graduated all edges; rock maple sticks; tough water resistant finish; rust proof nickel silver joints.

No. 106F—6 foot—65c list
No. 266F—6 foot—65c list

This rule has Vertical figures making it easy to read right or left, up or down, any angle either hand without turning it over.

Order these "F" rules from your jobber.

Write for Book of Rules.

Trade **STANLEY** Mark

**STANLEY
TOOLS**

DIVISION OF THE STANLEY WORKS

New Britain, Conn.

"THE TOOL BOX OF THE WORLD"

NEWS OF

HARDWARE AGE FOR

DISTRIBUTORS QUERIED BY NATIONAL AND SOUTHERN MILL SUPPLY ASSNS.

The National Supply & Machinery Distributors' Association and the Southern Supply & Machinery Distributors' Association recently surveyed their membership to determine its reactions to a series of questions on the policies of distributors. The information received was collated and summarized by D. W. Northup, Henry G. Thompson & Son Co., New Haven, Conn., who as chairman of the Distributors' Relations Committee of the American Supply & Machinery Manufacturers' Association, has made the following data available for publication, with the permission of both the National and Southern Associations.

Question: Do you seek in your distribution contracts more territory than your normal or actual trading area; or do you request only that territory regularly covered by your salesmen, and in which you render adequate service? A summary of the 214 replies is that, with the exception of one, they unanimously stated that they did not seek more territory than covered by their salesmen and in which adequate service could be rendered.

Question: Do you believe in selective distribution as defined as follows? Selective distribution is a method of merchandising by which the manufacturer sells his product in a given territory through a selected and limited number of distributors. If so, do you put into practice the provisions as covered? The replies, with the exception of three, were unanimous in the affirmative that distributors believe in selective distribution as set forth in the definition of selective distribution in the question. The replies, with the exception of three, were also unanimous in the distributors' statements that they practice the provision of selective distribution as covered.

Question: Do you believe in the theory of individual manufacturers' resale schedules? If so, do you use every legal means of respecting and protecting such individual resale schedules? (Do you see that every member of

your organization is properly posted in respect thereto?) The answers to the foregoing questions were unanimous in the affirmative.

Question: Do you believe in carrying an adequate stock of your main lines, i.e., sufficient stock of popular sizes and types to serve properly your customers? If so, do you carry such adequate stocks? The answer was unanimous to the foregoing questions in the affirmative.

Questions: Do you believe in wholeheartedly supporting manufacturers who have a constructive selling policy? The answers to the foregoing question were unanimous in the affirmative. The answers to the sub-divisions to this question follow below under the letters for each sub-division. (a) one who practices selective distribution? The answers to this were unanimous in the affirmative (b) Has an established individual resale schedule? (c) Renders proper service? (d) Protects his distributors? The answers for those sub-divisions were substantially the same as for sub-division "a."

STEVENS JOINS EUREKA AS SALES VICE-PRES.

George T. Stevens has joined the Eureka Vacuum Cleaner Co., Detroit, Mich., as vice-president in charge of sales,



GEORGE T. STEVENS

having resigned as manager of the refrigerator division of the Crosley Corp., Cincinnati, Ohio, to join the Eureka company. For six years he was with Allied Department Stores as merchandise manager of appliances and hard lines. While with the Allied organization he supervised design, production and marketing of private brand lines in addition to the merchandising of national brands. Previous to his connection with the Allied company he was for five years associated with Montgomery Ward & Co. as merchandise manager of appliances and hard lines in the Eastern region.

Mr. Stevens' affiliation with the household appliance business included experience in a wholesale and retail business in Wilkes-Barre, Pa., following which he was assistant cashier for a New York brokerage house. At one time he was advertising manager of a Pennsylvania newspaper.

PITTSBURGH STEEL NAMES DISTRICT MANAGER

L. A. Ver Bryck has been appointed Pittsburgh district sales manager of the Pittsburgh Steel Co., Grant Bldg., Pittsburgh, Pa., succeeding W. M. Jensen, who recently resigned. Mr. Ver Bryck has been connected with the sales department of the Pittsburgh Steel Co. since 1928 with the exception of a period of about a year with the Wheeling Corrugating Co. His present promotion is from assistant manager, welded fabric and construction products sales.

DAUGHERTY MADE VICE- PRES. OF UTICA DROP FORGE

W. V. Dougherty has been elected vice-president of Utica Drop Forge & Tool Corp., Utica, N. Y. He started his career with the Nash Motors Co., at its Milwaukee, Wis., plant, starting as motor tester and later becoming production manager. Later he was president of the Thomas Devlin Mfg. Co., Burlington, N. J., manufacturers of pipe fittings. He also served several years as director of the Valve & Fittings Institute.

C. W. ROGERS HEADS MODEL INDUSTRY GROUP

The Model Industry Association was formed at an organization meeting held in July in the



CLIFFORD W. ROGERS

Hotel Sherman, Chicago, Ill., the purpose of the group being to promote the interests of manufacturers and distributors of model airplanes, boats, motors and race cars as well as other hobby items. More than 300 manufacturers, distributors and dealers attended. The organization will promote annual model shows, cooperate with the Academy of Model Aeronautics and other similar organizations and will seek to promote the growth of the model industry in general. Membership will be available to dealers, manufacturers, distributors, manufacturers' representatives and technical publishing houses.

Clifford W. Rogers, president, Syncro Devices, Inc., Detroit, Mich., was elected president of the new association. Regional vice-presidents are: Edward Roberts, Junior Motors, Philadelphia, Pa.; Edward Burgdorf, Model Airplane Supply Co., Houston, Tex.; Irwin Ohlsson, Ohlsson & Rice, Los Angeles, Cal., and Fred Summers, Summers Hobby Service, Chicago. Franklin Butler, Toys & Bicycles, Chicago, was elected secretary, and M. B. Austin, Jr., M. B. Austin Co., Chicago, is treasurer. Offices of the association will be maintained at 307 N. Michigan Avenue, Chicago.

THE TRADE

PART OF THE
CIRCULATION OF THE HARDWARE
THROUGHOUT THE COUNTRY
PUBLISHED IN HARDWARE AGE

AUGUST 22, 1940

RETAILERS TO MEET AUGUST 29 WITH DEFENSE ADVISORY GROUP

(Washington Bureau
of HARDWARE AGE)

A one-day conference of retailers to meet in Washington on August 29 has been called by Consumer Adviser Harriet Elliott of the National Defense Advisory Commission to discuss "the active cooperation" of retailers with the work of the agency's consumer division. Over one hundred retail representatives are expected to take part in the conference.

"The retail industry has much to contribute to the welfare of civilians," Miss Elliott said in a letter inviting participation. "They are in a key position not only to give the benefit of their counsel to the defense commission but also, through their asso-

ciations and their relationships with wholesalers and manufacturers, to assist in avoiding price increases and in maintaining a free flow of goods to consumers. "We desire the active cooperation of retail merchants in the formulation of a program to obtain practical results in this direction."

The retail conference will be the second conference of a series contemplated by the consumer division.

On August 1 and 2, representatives of over one hundred national civic organizations and consumer groups met with Miss Elliott to discuss a working relationship to gear their programs and plans to the defense effort.

is another new member of the board of directors. W. T. Mc-Nerney is executive vice-president, secretary and general manager of the company.

JONES HEADS WHITE STAR RANGE SALES

M. G. O'Harra, vice-president in charge of all Borg-Warner appliance sales, has announced the appointment of W. S. (Sim) Jones as sales manager of the Detroit Vapor Stove Division, Detroit, Mich., manufacturer of "White Star" gas ranges. Mr. Jones started with "DVS" 23 years ago and for many years has been in charge of range sales in the Detroit area. As sales

TURCK SALES MANAGER FOR RENOWN STOVE CO.

Announcement of the appointment of Merton J. Turck as sales manager of the Renown Stove



MERTON J. TURCK

FULLER RETIRES FROM P. & F. CORBIN

On July 1, Frank DeWitt Fuller announced his retirement from P. & F. Corbin, New Britain, Conn. Mr. Fuller became associated with the company in 1908 as a sales representative, his first assignment being in the New England territory with headquarters in Springfield, Mass., and then in Boston, Mass. For the past 14 years he has covered the New York State territory with headquarters in Albany, N. Y., where he resides at 88 S. Pine Ave. In his many years in the field for P. & F. Corbin, Mr. Fuller has gained

an enviable reputation as a builders' hardware engineer. Following a well deserved vacation, it is his intention to again become actively engaged and his services will be available.

BROWN-CAMP HARDWARE ELECTS VICE-PRESIDENTS

Glen B. Andrew, who has charge of the stove department of Brown-Camp Hardware Co., Des Moines, Iowa, wholesalers, and Robert L. Rockholz, buyer, have been elected vice-presidents of the company. G. A. Stegman, auditor and treasurer, was recently elected a member of the board of directors. Jack Mc-Nerney of the sales department



W. S. JONES

manager of the division, he will work under the direction of E. J. Kanker, general sales manager for all Borg-Warner ranges.

Co., Owosso, Mich., has been made by B. A. Nagelvoort, general manager of the company. Mr. Turck had previously been with the Andes Range & Furnace Corp., Geneva, N. Y., where for the past year and a half he had charge of sales in western New York and western Pennsylvania, with headquarters in Buffalo, N. Y. For seven and a half years prior to that time he traveled in New England for the Floyd-Wells Co., Royersford, Pa.

His earlier experience included two and a half years as general manager of the Mound City Foundry division, Langenberg Mfg. Co., St. Louis, Mo. Later he was with the International Heater Co., Utica, N. Y., as head of the industrial engineering department.



FRANK DEWITT FULLER

Wholesale Groups Cooperate With National Defense Committee

The functions and services of wholesalers, their importance in our National Economy as efficient distributing agencies, their interest in and keen desire to cooperate with the National Defense Advisory Commission in furthering the program of National Defense were the principal subjects discussed at a meeting of members of the Council of National Wholesale Association

in Washington with representatives of the Commission.

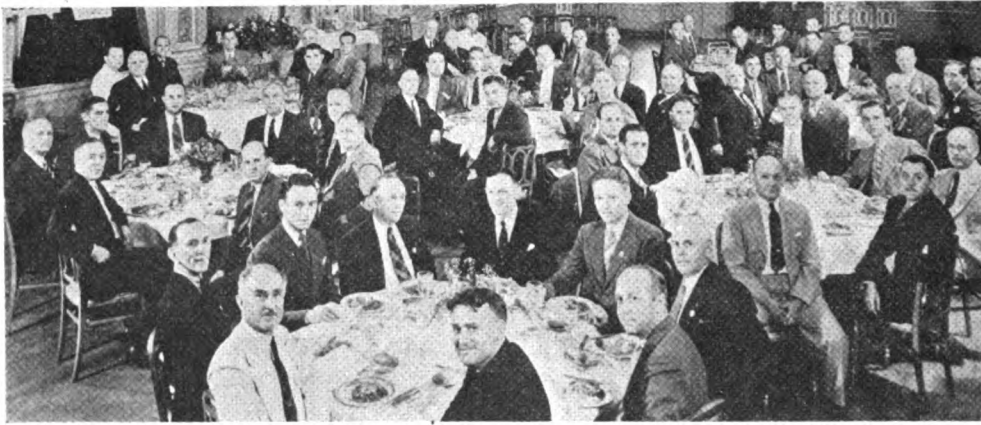
At the conclusion of the meeting, members of the Council, which was organized several years ago to bring about a higher degree of cooperation on the part of all wholesalers with reference to questions of common interest, adopted a resolution expressing its cooperation and active support of the National Defense Advisory Commission.

FERRY CAP & SET SCREW PROMOTES HAYSACK

The Ferry Cap & Set Screw Co., 2151 Scranton Rd., Cleveland, Ohio, has announced the election of John R. Haysack as vice-president in charge of factory management. Mr. Haysack has been associated with the Ferry organization for more than 21 years, where he received his factory training under the guidance of E. G. Greene, vice-president in charge of manufacture.

AUGUST 22, 1940

DISSTON SALES FORCE BANQUET



Salesmen for Henry Disston & Sons, Inc., gathered in Philadelphia recently for a sales rally keyed by the company's observance of its 100th anniversary. Here is the scene at the banquet in the Merchants and Manufacturers Club when the sales force heard a radio recording of an interview between George E. Sokolsky, noted writer and lecturer, and S. Horace Disston, president of the company, in which Disston labor policies were discussed.

A. B. NIXON ELECTED HERCULES VICE-PRESIDENT

The resignation of G. G. Rheuby, vice-president and director of Hercules Powder Company, from the executive committee, was announced recently by C. A. Higgins, president, following the regular monthly meeting of the board of directors. A. B. Nixon, director and formerly general manager of the company's naval stores department, was elected a vice-president and a member of the executive committee, filling the committee position vacated by Judge Rheuby. A. E. Forster, assistant general manager, naval stores department, was appointed general manager, succeeding Mr. Nixon.

A. B. Nixon, newly elected vice-president, became associated with Hercules as a chemist at the dynamite plant in Kenil, N. J., in 1915. In May, 1924, following several transfers he was appointed superintendent of the company's nitrocellulose plant in Parlin, N. J. In 1928, he became general manager of the cellulose products department, and, in December, 1932, was elected a member of the board of directors. In 1934 he was appointed general manager of the naval stores department.

A. E. Forster became associated with Hercules in 1925 when he joined the explosives department of the San Francisco office. In January, 1940, following experience in various sections of the explosives department, he was named assistant general manager of the explosives department. On July 1, 1940, he was appointed assistant

general manager of the naval stores department and was named as general manager of the department on July 31, of this year.

MORRISSEY NOW VICE-PRES. FERRY CAP & SET SCREW

J. L. Morrissey, who was formerly with the National Acme Co., Cleveland, Ohio, has joined The Ferry Cap & Set Screw Co., Cleveland, Ohio, as vice-president

in charge of industrial sales and will devote his efforts to the sale of special parts. Mr. Morrissey's wide acquaintance and experience with large users of cap and set screws, cold upset product, as well as special automatic screw machine products, takes to the Ferry organization a man well fitted to handle industrial sales for that company.

Prior to his new affiliation he was with the National Acme Co. for more than 30 years and was sales manager of that company's screw products division.

MEDART CO. PURCHASES REEVES PULLEY STOCK

The Medart Co., St. Louis, Mo., has purchased the entire wood pulley stock of the Reeves Pulley Co., Columbus, Ohio, and also all good-will pertaining thereto. The Medart Co. has purchased not only the factory stock at Columbus but all branch warehouse stocks of the Reeves Pulley Co.

The Reeves Pulley Co. has discontinued the manufacturing and marketing of wood split pulleys as of July 1, 1940, and the Medart Co. will continue to serve all of the Reeves wood pulley dealers and customers as well as Medart dealers and customers. The Medart Co. will continue to maintain a complete master stock of Medart wood split pulleys in St. Louis. This will be available to all Medart dealers and customers and all former Reeves dealers and customers. In addition, Medart dealers and former Reeves dealers will maintain stocks of Medart wood split pulleys at Chicago, Cincinnati, Memphis, New Orleans, and other main distributing points.

LAMBERTON REPRESENTS GLOBE-UNION IN MO.

Globe-Union, Inc., Milwaukee, Wis., has appointed Fred A. Lamberton as roller skate sales representative in the Missouri territory. He has been identified with roller skate sales for many years and is well known in the hardware trade.

12TH EASTERN SKEET SHOOT SETS RECORD



Topping last year's record of 546 entries, the 12th annual Great Eastern Skeet Championship shoot at Lordship, Conn., set a new all-time record of 555 entries. Total entries in the all-bore individual and team championships were 278 shooters, an increase of 20 in the all-bore. Entries in other events were, World's Fair Special, 79; 410 gage, 61; 20 gage, 109; Women's, 19; Junior, 9. An estimated crowd of 4,000 persons attended the last day of the shoot.

REINERT, BUYER; GARRAHAN, SALESMAN NOW FOR AMERICAN HARDWARE SUPPLY CO.

Appointment of G. Edwin Reinert, as a buyer, and of Edmund Garrahan, as a salesman,

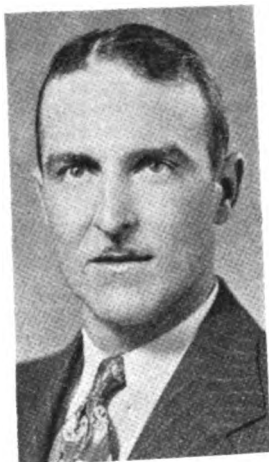


G. EDWIN REINERT

was recently announced by William M. Stout, general manager, American Hardware Supply Co., Pittsburgh, Pa., dealer-owned wholesale hardware house. Mr. Reinert started his hardware career with the former Simmons Hardware Co., St. Louis, Mo., wholesalers. Following experience at the headquarters of the Simmons organization he traveled for that company, and then was transferred to the former Minneapolis branch of the Simmons company, being in succession assistant sales manager, sales manager and then general manager of that branch. When

the Minneapolis branch was discontinued he was transferred to the St. Louis office and served as buyer of tools, cutlery, lawn and garden supplies, etc. Mr. Reinert succeeded the late David Beatty.

Mr. Garrahan, who will cover the Pittsburgh area for the American company, was for 12 years with Joseph Woodwell Co., Pittsburgh, wholesale hardware distributors, having been for part of that time a salesman. Later he was employed by American Hardware Supply Co., which he left to go with the Bighley Hard-



EDMUND GARRAHAN

ware Co., Pittsburgh. Following his affiliation with the Bighley company he rejoined the American company.

JOSEPH REID GAS ENGINE BUYS MAST, FOOS & CO.

All assets, except the land and manufacturing plant, of Mast, Foos & Co., Springfield, Ohio, manufacturers of lawn mowers, pumps and water supply systems, have been purchased by the Joseph Reid Gas Engine Corp., Oil City, Pa. Immediately following registration of the Reid corporation as an Ohio company, Mast, Foos will be organized as a new division to be known as The Mast Foos Co., and will continue to manufacture the Buckeye line of lawn mowers, pumps, water supply systems and items which are to be moved to Springfield, Ohio, from the Nelson Bros. plant in Saginaw, Mich. Officers of the parent company are: Dallas E. Winslow, president and treasurer; F. B. McKaig, vice-president and secretary; C. H. Lippencott, vice-president and secretary; W. R. Dunlap, vice-president, and J.

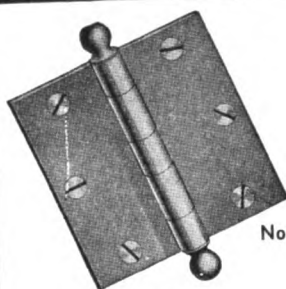
D. Interreiden, vice-president and assistant treasurer.

Officers of Mast Foos Co. division, are: Fred R. Burton, president; Harry F. Snyder, vice-president; Philip R. Frey, secretary, and Roy R. Parker, treasurer. The directors are: Messrs. Burton, Snyder and Frey; P. P. Crabill, R. M. Rodgers and Wilbur E. Shewalter. George D. Morrett is general manager.

Among the affiliated companies are: The McKenna Brass & Mfg. Corp., Millersburg, Pa., producers of carbonated bottling machinery; The Alvord-Polk Tool Co., of Millersburg, makers of special tools, taps and dies; The Insley Mfg. Corp., Indianapolis, Ind., producing cranes, shovels and other road building equipment, and The Nelson Bros. Co., Saginaw, Mich., manufacturers of gas engines, concrete mixers and water pumps.

GRIFFIN HINGES AND WROUGHT STEEL HARDWARE

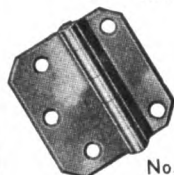
"3 BUTTS TO A DOOR"



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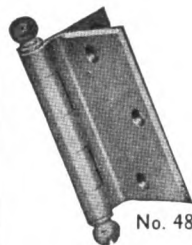
No. 929



No. 56



No. 840



No. 485



No. 131

Door Butts
—
Strap and Tee Hinges
—
Pressed Steel Shelf Brackets
—
Ornamental Hinges
—
Safety Hasps
—
Hinge Hasps
—
Door Handles
—
Garage Hardware
—
Screen Corners
—
Corner Braces
—
Door Bolts
—
Cellar Window Sets
—
Screen Hangers
—
Screen Door Hardware

GRIFFIN

Manufacturing Company
—
ERIE, PENNSYLVANIA
—
MANUFACTURERS

AGENTS

NEW YORK: 45 Warren St.
CHICAGO: 162 N. Clinton St.

BOSTON: 100 Purchase St.
SAN FRANCISCO: 703 Market St.

You've got
THE RIGHT LINE
when you call for
UNION HARDWARE
ROLLER SKATES



GHT, because it's the line that links you with OUT-
 ANDING sales opportunities. And for these reasons:

- (1) Union Hardware Roller Skates are available in a wide range of sizes and styles. Models for sidewalk or rink use — for youngsters or grown-ups — permit you to offer customers exactly what they want.
- (2) These popular-priced skates incorporate significant refinements in design, construction and finish which buyers immediately will recognize as components of PLUS VALUE. Ruggedly built to stand the test of severe usage, yet sufficiently flexible for smooth, easy going, Union Hardware Roller Skates are "tops" in their class.
- (3) Union Hardware's sound reputation for quality — built during more than three-quarters of a century of successful manufacturing experience — is positive assurance of buyer satisfaction — and profitable selling.

ite for catalog 18 with illustrations and descriptions
 the complete line.

UNION
HARDWARE COMPANY
REG. U.S. PAT. OFF. ESTABLISHED 1854
TORRINGTON, CONN.
 NEW YORK OFFICE 151 CHAMBERS STREET

HORTON MFG. CO. SALESMEN SEE 1941 LINE



Recently the entire sales organization of the Horton Mfg. Co., Fort Wayne, Ind., was called to the company's headquarters to attend a convention. Verne Hannon, sales manager, was chairman of the convention and conducted a preview of the new Horton Launder-Lux line for 1941 and also outlined exclusive features of the new and improved Horton Do-All portable ironer. The Launder-Lux line was first shown to the trade at the summer Furniture Market, in Chicago, last month. It features an improved streamlined, double-wall, washing machine, incorporating a small auxiliary washer for laundering sheer fabrics, baby's clothes, for tinting and dyeing, and for home dry cleaning.

Three days of concentrated convention discussions were followed by golf at the Fort Wayne Country Club. In the evening there was a banquet which was addressed by Henry J. Bowerfind, president of the company.

The picture shows a group of executives and sales representatives standing at the entrance to the company's general office at Fort Wayne, Ind., during the recent three-day sales convention.

STANLEY ISSUES BOOKLET "WHY 3 BUTTS TO A DOOR?"

The Stanley Works, New Britain, Conn., recently issued a new booklet, "Why 3 Butts to a Door," emphasizing, with pictures, the fact that the use of three butts, instead of but two, "will prevent the door from warping either way." The booklet states, "The third butt, mounted in the center of the door, keeps it hanging straight and true. The door always closes perfectly; the latch and lock click to perfect fit. 'Three Butts to a Door' has long been accepted on heavy entrance doors — but obviously, weight is only a small part of the story. Just as the heavy 1½ in. requires three butts for weight distribution, so the lighter 1⅜-in. door requires them for 'anti-warp' insurance. And the cost of the third butt on every door in a house is usually less than the cost of repairing a single warped door."

There are pages telling what the "3 Butts to a Door" idea means to home owners, dealers, architects and builders. Illustrated, in the booklet, are the "3 Butts to a Door" display poster and human interest circulars telling graphically, and with humor, the story of the idea. Initial distribution of the booklet was to Stanley salesmen, the company's accounts and to manufacturers in the hardware industry. It is now being offered

to members of the Producers Council and the architects which are circularized through their bulletin. Dealers interested in obtaining individual copies of the booklet may obtain one from the Stanley Works.

BLACK & DECKER MFG. CO. OPENS NEW SALES BRANCH

The Black & Decker Mfg. Co., Towson, Md., has established a direct factory branch at 131 Dexter Ave., Seattle, Wash. Phil Lund, who has served the company in the Pacific Northwest territory over a long period of years, has been appointed branch manager. Mr. Lund will have the full responsibility for all activities in the new territory. A complete factory service station is maintained, equipped with modern tools, testing apparatus, and a complete inventory of service parts.

1941 CONVENTION OF MILL SUPPLY GROUPS

The American Supply & Machinery Manufacturers' Association, Pittsburgh, Pa.; the National Supply & Machinery Distributors' Association, Philadelphia, and the Southern Supply & Machinery Distributors' Association will hold their annual Triple Mill Supply Convention in May, 1941, at the Palmer House, Chicago, Ill.

HARDWARE AGE

300 DEALERS ATTEND MID SUMMER "ROUNDUP" OF NORTHERN WHOLESALE HARDWARE CO., INC.

More than 300 dealer-members attended the semi-annual convention and show of the Northern Wholesale Hardware Co., dealer



THOMAS L. WILLIS

owned wholesale house, 109 S.E. Salmon St., Portland, Ore. The meetings and show were held at the Woodmen of the World Hall, 615 S.E. Alder St., Aug. 5, the lines of 150 manufacturers of hardware, housewares, appliances and allied lines being shown to those present. Special attention was given to fall merchandise, gifts and housewares. Many lines were demonstrated and buying was active.

Thomas L. Willis, president, Northern Wholesale Hardware Co., Inc., presided at the meetings. Reports, discussed at the convention, showed that 835 independent retail stores in various trades, exclusive of department stores, in Oregon, had enjoyed a volume 10.7 per cent higher, in June, 1940, than in the previous year. For the first six months of 1940, sales for the same stores were 9.1 per cent higher than for the same period of 1939.

BICYCLE INDUSTRY SHOWS INCREASE

The summer meeting of the Cycle Trades of America, Inc., which is composed of the three associations of the Bicycle Industry—The Bicycle Manufacturers Association, The Cycle Parts and Accessory Manufacturers Association, and the Cycle Jobbers Association, was held the last week of June at the Edgewater Beach Hotel, Chicago, Ill.

The first five months of 1940 showed a slight increase over the same period for 1939, despite the fact that there was much bad weather during the winter and early spring. Routine business of the Associations was transacted, and L. G. Sigourney, of New Departure Mfg. Co., Bristol, Conn., was elected a director.

CROSLY NAMES THREE DIVISION SALES HEADS

R. I. Petrie, vice president and general sales manager, The Crosley Corp., Cincinnati, Ohio, has announced appointment of three division sales managers who will be in charge of sales in the eastern, western and southern sections of the United States. N. C. MacDonald is eastern sales manager with headquarters in New York City. For approximately 12 years, he was divisional sales manager for Atwater-Kent Mfg. Co. Following this he was northeastern division manager for the Leonard Division, Nash-Kelvinator Corp., and eastern sales manager for the Barlow & Seelig Mfg. Co., Ripon, Wis. B. T. Roe, western sales manager, with headquarters in Chicago, will have all the territory west of Chicago under his charge. From 1926 to 1939 he was district sales manager of the Leonard Division, Nash-Kelvinator Corp. From 1939 to his present appointment with Crosley he was domestic sales manager for Universal Cooler Corp. S. D. Camper has been appointed southern sales manager and will have headquarters at Atlanta, Ga. For a period of 8 years, Mr. Camper was district and divisional sales manager for the Nash-Kelvinator Corp. He was district manager for the RCA Mfg. Co., Camden, N. J., for three years, with headquarters in Atlanta, Ga.



B. T. Roe, western sales manager; S. D. Camper, southern sales manager, and N. C. MacDonald, eastern sales manager, for The Crosley Corp., Cincinnati, Ohio.

EVERY FARM FAMILY WANTS RUNNING WATER



DELCO WATER SYSTEMS

PRODUCT OF GENERAL MOTORS

Furnish Running Water Anywhere!



DELCO APPLIANCE DIVISION

GENERAL MOTORS SALES CORPORATION
ROCHESTER, N. Y.

DELCO APPLIANCE DIVISION, General Motors Sales Corporation
459 Lyell Avenue, Rochester, N. Y.
Gentlemen: Please send me complete information on Delco Water Systems.

Name _____
Address _____ State _____
City _____

DELCO WATER SYSTEMS HAVE LONG BEEN KNOWN AS THE PROFIT LINE

Because farmers everywhere have for years seen Delcos working in their neighborhood and know about their long life and carefree, economical operation.

Because Delco and General Motors engineers have seen to it that they were easy to install and easy to service.

Because this wonderfully complete line includes Automatic Electric Delco Water Systems for either shallow or deep wells—with capacities from 225 to 600 gal. per hour—so every Delco dealer has just what his customer needs.

The market for water systems is expanding rapidly and your name on the coupon below will show you a rather unusual opportunity for profits.

EASY TO SELL.. *and they* STAY SOLD!



GREENLEE
Spiral
SCREW DRIVERS

With the Greenlee to offer, the retail salesman has a decided advantage when a customer asks for a spiral screw driver, because there are many things about them that make that brand easy to sell. Appearance, alone, is definitely in their favor. They look well balanced, nicely finished and it can be seen at a glance that the spiral is fully enclosed at all times.

After a Greenlee is purchased, these same features, plus many others, keep them sold. The chromium finish keeps them looking right, and the enclosing sleeve keeps out dirt and makes it impossible to pinch the fingers. They stand up, too, because every part is made to operate with a minimum of wear.

ASK FOR NEW TOOL CATALOG NO. 31 if you would like to know more about these screw drivers and the Greenlee line of auger bits, expansive bits, bit extensions, chisels, gouges, draw knives, turning tools, etc. Please mention the name of your jobber when writing.

TOOLS
THAT
STAY
SOLD

Greenlee Tool Co.
1715 Columbia Avenue
ROCKFORD, ILLINOIS, U. S. A.

KING HDWE. EMPLOYEES JOIN

IN FIRM'S MANAGEMENT

(Washington Bureau
of HARDWARE AGE)

The King Hardware Co., Atlanta, Ga., is one of the many concerns of the country that have



DEAN S. PADEN

adopted plans for employee participation in the management of their business. The plan, generally known as "multiple management," consists, in the case of the King Hardware Co., of the creation of a junior board of directors who act in an advisory capacity on policies and plans for the company. The junior board consists of seven members. Every six months two or three new members are selected by the board from the personnel of the store and a corresponding number retire.

Dean S. Paden, president of King Hardware Co., made this statement with regard to the employee participation plan:

"The junior board was organized so that the younger executives could get a clearer picture of the business as a whole and so that the company could get the benefit of their ideas and enthusiasm. They are taking their responsibilities very seriously and we believe the new board will be very helpful, indeed."

The plan of "multiple management" was first developed by Charles P. McCormick, president of McCormick & Co., importers and manufacturers of Baltimore, in 1932, and, according to his statement, more than 250 American business concerns have adopted the plan. In many cases, besides a junior board, there are factory and sales boards.

According to reports from Washington, industrial leaders are showing a more intensive interest in employee participation

plans since the nation embarked on its intensive defense program. This is said to be due to the fact that where multiple management has been introduced, greater efficiency has been found to exist and a finer spirit of loyalty to the business is fostered—all factors which play an important part in a national program of preparedness. It also has been pointed out that these plans bring the management into much closer relationship with employees and that should there be any hidden fifth columnists in an organization it would be difficult for such disloyalists to conceal their sentiments under a well organized employee participation.

NEW ASPHALT ROOFING PRODUCT ENTERS FIELD

Construction Materials Patents, Inc., Cincinnati, Ohio, has announced a new development in asphalt roofing and the issuance of three U. S. patents: one covering the new product, one the process of manufacture, and one the equipment used in the process. The Philip Carey Co., Lockwood, Ohio, has been licensed to produce this product.

The new roofing is being identified by the name of "Asqu." It is claimed that the new process makes possible the positive control of the roofing quality and uniformity hour by hour in its manufacture. Among the advantages claimed for "Asqu" roofing are the practical elimination of severe blistering, sliding, and the loss of the protective mineral granule surface of the shingles.

NATIONAL SCREW ADDS TO SALES FORCE

S. M. Washabaugh has been appointed sales representative for the National Screw & Mfg. Co., Cleveland, Ohio. Mr. Washabaugh's territory will be in Pennsylvania and the northern part of Maryland. He will make his headquarters in Williamsport, Pa., where he formerly was connected with the Sweet's Steel Co.

BAKELITE CORP. IN NEW OFFICES

The Bakelite Corp. and Holowax Corp. have moved from 247 Park Ave., New York City, to the Carbide and Carbon Bldg., 30 E. 42nd St., New York.

HARDWARE AGE

150 AT STARLINE GOLF PARTY: MEGRAN RECEIVES TESTIMONIAL

More than 150 hardware manufacturers and wholesalers assembled at the Big Foot Country Club, Lake Geneva, Wis., July 19 for the annual party sponsored by Starline, Inc., Harvard, Ill. The group, composed of golfers and non-golfers, came from as far east as the Atlantic Coast, from the Missouri River, and from the Twin Cities and the Ohio River. As an expression of the esteem in which H. B. Megrán, secretary of Starline, is held by the manufacturers and wholesalers, he was presented with a suitably inscribed plaque.

The program of the day included a luncheon, 18 holes of golf and a big dinner in the evening. For non-golfers, Nate Hunt of Starline, Inc., provided a boat ride around the shores of Lake Geneva.

Among the prize winners were Ray Meeks, Miller Bros. Hdwe. Co.; "Bunny" Harper, Harper &

McIntire Co.; George Macklin, Sager and Barrows Lock Works, and "Cy" Peck, McKay Chain Co., all four turning in a gross score of 81. Other winners were Art Culver, Walker Hardware; Bill Hochschild, R. E. Dietz Co.; L. L. Oakes, Tru-Test Marketing & Merchandising Corp.; C. D. Cunningham, Pratt & Whitney; M. E. Long, H. Channon Co.; Ole Bergersen, *HARDWARE AGE*; B. H. Elliott, Republic Steel Corp.; Chris Junge, Witte Hdwe. Co.; M. T. Jacobs, Wood Shovel & Tool Co.; Herman Kuehlke, Richards & Conover Hardware Co., and H. E. Waller, The Boss Mfg. Co.

M. J. Lacey, Peck, Stow & Wilcox Co., won the Blind Bogey. Second place went to Matt Spoerer, Yale & Towne Mfg. Co., and R. A. Sundvahl, Corbin Screw Corp. was third. Mal Whitfield, Vaughan & Bushnell won the Cannon Ball Trophy, awarded

to the most honest golfer. He turned in a gross card of 135. Others taking over 125 strokes to whom special prizes were awarded included K. L. Miller, Buffalo Bolt Co.; E. C. Bergeson, Reynolds Wire Co.; R. V. Trussdell, Hibbard, Spencer, Bartlett & Co., and H. S. Drummer.

FLORENCE STOVE DEALERS ATTEND SALES MEETING

At a sales meeting in Detroit at the Fort Shelby Hotel, conducted by the Florence Stove Co., Gardner, Mass., and attended by more than one hundred dealers, great interest was shown in the new Florence Driven-Aire Oil Heater with electric rotor giving forced circulation of heat. A number of similar meetings were held last month by the company.

The meeting was preceded by a banquet, after which Wm. B. Remington, president of the company's advertising agency, explained the advertising and merchandising plans. H. O. Berry, chief engineer of the company, demonstrated the new line. The company was also represented by D. C. Waddell, local representative; W. R. Munger, sales manager of the central division, and R. B. Carey, advertising manager. Mr. Carey reported that the oil heater business is growing rapidly, and that total retail sales in the United States this fall are expected to approximate \$30,000,000.

HERCULES PROMOTES JOHNSON AND JAPPE

Hercules Powder Co., Wilmington, Del., announces the appointment of J. B. Johnson, formerly director of purchases, as assistant general manager of the explosives department. K. W. Jappe, formerly manager of the company's plant at Port Ewen, New York, has been appointed director of purchases to succeed Mr. Johnson.

CROSLLEY APPOINTS HEAD OF ENGINEERING DIVISION

The appointment of Lewis M. Clement as manager of the engineering division of The Crosley Corp., Cincinnati, Ohio, was announced recently by Raymond C. Cosgrove, vice-president and general manager of the manufacturing division of the corporation. He will have complete charge of engineering and research on Crosley radios, refrigerators, ranges, washers, Koldrink bottle beverage coolers, the Crosley automobile and other products.

NELSON MANAGES BRANCH FOR WARNER HARDWARE

Ernest Woodrow Nelson, former assistant manager of the uptown branch store of Warner



ERNEST W. NELSON

Hardware Co., Minneapolis, Minn., has succeeded Jack Kelly as manager of that branch. Mr. Nelson has been with the Warner concern for more than four years, and has been at the uptown branch since its opening in 1939.

Mr. Kelly resigned several weeks ago to join the Taylor Instrument Companies, Rochester, N. Y., as a traveling salesman.

SELECT NAME 'ARMSWORTH' FOR NEW MOSSBERG RIFLE

Judges in the rifle naming contest conducted by O. F. Mossberg & Sons, Inc., New Haven, Conn., to select a name for the company's "M" model .22 calibre rifles introduced last spring, selected the name "Armsworth" submitted by Albert Campbell, Richardson Park, Del. Mr. Campbell's suggestion was one of more than 18,000, the number of entries far exceeding the expectations of the manufacturers. This interest, according to Ivor Mossberg, head of the firm, was not only because of approval of the new "M" models but because of an increasing interest in sporting firearms in general.

Mr. Campbell won \$100, in cash, and was offered the choice of any one of the three "Armsworth" models—a clip repeater, tubular repeater or an automatic. Second and third award winners were Emery R. Fry, Oregon, Ill., who received \$50 cash and choice of any of the three models and George H. Webster, who was awarded \$25 cash and his choice of any of the three models. Fifteen other entrants, in all parts of the country, received awards of \$5.00 each, for suggestions.



H. B. Megrán, secretary, Starline, Inc., with the plaque awarded him at the Big Foot Country Club golf party. The plaque bears the inscription: "Herb Megrán, Big Foot Country Club, July 19, 1940, Winner of the Championship Flight in the Esteem, Admiration and Friendship of His Associates in the Wholesale Hardware and Hardware Manufacturing Industry."



Built for Precision Work And Lasting Service!

In this Expansive Bit the cutter is not clamped to the side of the head, but racks back and forth *through* the head. It can't spring loose, and may be safely used fully extended.

An accurate screw adjustment, not a sliding scale, governs the size of the hole. One complete turn of the adjusting screw enlarges the hole $\frac{1}{8}$ "; a half turn, $\frac{1}{16}$ ", etc. Bit comes equipped with two sizes of cutters, affording a diameter range from $\frac{7}{8}$ " to $2\frac{1}{2}$ ".

Here is an Expansive Bit that you can sell to pattern makers, furniture repairers, cabinet makers, the better class of carpenter, the advanced amateur wood-worker, and to all others who take their work seriously and know the investment value of good, lasting tools. Your jobber can supply you.

Russell Jennings

AUGER BITS

THE RUSSELL JENNINGS MFG. CO., CHESTER, CONN.

OBITUARIES

ELMER H. MAYTAG

Elmer H. Maytag, chairman of the board of directors and president of The Maytag Co., Newton,



E. H. MAYTAG

Iowa, passed away recently. He was 56 years old, and his death was due to a severe heart attack.

Mr. Maytag was president of The Maytag Co. since 1926. The company was founded by his father. He was with the washing machine company from its infancy—as a boy in the shop, moving up through various departments of the company to the presidency.

Surviving Mr. Maytag are his widow, two sons, Fred L. Maytag, II, vice-president of the company, and Robert, and two daughters.

HERBERT H. TINKHAM

Herbert H. Tinkham, president, Nassau Suffolk Lumber & Supply Corp., Amityville, hardware, lumber and supply dealers, passed away July 20, as the result of injuries received in an automobile accident. The company operates nine branches, and was formed in 1928, as the result of the merger of seven companies.

TURNER R. CLENDINEN

Turner R. Clendinen, 70, of the Turner, Day & Woolworth Handle Co., Louisville, Ky., passed away July 24 after an illness of about five weeks. His years of close connection with the hardware trade as manufacturer, salesman and sales manager, had given him a wide acquaintance and many personal friends among hardware men in every section of the country.

He represented the company for more than a quarter of a century, and will be greatly missed because of his honesty and friendly service to his customers and his company.

Mrs. Clendinen and a daughter, Mrs. Arthur D. Bickel, both of Louisville, survive.

HARRY C. BALLARD

Harry C. Ballard, 70, assistant secretary, Van Camp Hardware & Iron Co., Indianapolis, Ind., wholesale hardware distributors, passed away recently in a hospital. He had lived in Indianapolis for 60 years and had been associated with the Van Camp organization for 57 years. He was a member of various Masonic groups. Surviving are two daughters and three sisters.

S. C. LEONARD

Simpson C. Leonard, Detroit, Mich., 73, one of the owners of the Wilkins-Leonard Hardware Co., passed away recently. At the time of his death he operated a leather packing business in Detroit.

JOHN E. BLACKBURN

John Edward Blackburn, 66, who had been active in the hardware business in Indianapolis, Ind., for 36 years passed away recently at his home. He had operated a hardware store at 19 S. Senate Ave., Indianapolis, Ind., for 13 years.

CHARLES K. HARMON

Charles K. Harmon, sales representative for the Cyclone Fence Company for 26 years, recently passed away at his home in Chevy Chase View, Maryland, after a short siege of pneumonia. Mr. Harmon was born October 9, 1865, and although he spent his entire working life as a salesman, he was 44 years old when he first entered the employ of the Cyclone Fence Company at Waukegan, Illinois, in 1909.

After spending nine years in the Waukegan sales territory, Mr. Harmon was transferred at different times to Cleveland, Philadelphia, Baltimore, Newark, and Washington, D. C. In 1935, Mr. Harmon reached the age of 70 years and was retired on pension.

He is survived by his widow, Charlotte, and a daughter.

HARDWARE AGE

IRVING S. ROBESON

Irving S. Robeson, 68, retired president of the Robeson Cutlery Co., Rochester, N. Y., passed away recently. For the past two years he had lived in Perry, N. Y., where he was a director of the Robeson Cutlery Co. plant. The firm is now known as the Robeson-Rochester Corp.

Mr. Robeson was the son of Millard F. Robeson, a commer-



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cial traveler who founded the Robeson Cutlery Co., manufacturer of table and pocket knives and a variety of other cutlery items. He leaves two sons, Fillmore Robeson, Rochester, and Stacey Robeson.

WILLIAM A. SEMMES

William A. Semmes, president. Semmes Hardware Co., Savannah,

Ga., died suddenly August 8 after a brief illness. A native of Mississippi, Mr. Semmes was educated in law at the University of Georgia where he took his LL.B. degree. He held a M.A. degree from the St. Leo Abbey of St. Leo, Fla., and did post-graduate work at the University of Florida. He is survived by his widow, a son and two daughters.

FREDERICK NEUDORFF

Frederick Neudorff, proprietor of the Neudorff Hardware Co., St. Joseph, Mo., passed away recently. Mr. Neudorff had operated his hardware store for 54 years.

SAMUEL ELLSWORTH WINSLOW

Col. Samuel Ellsworth Winslow, 78, at one time president of the former Winslow Skate Mfg. Co., Worcester, Mass., and former U. S. Representative, and chairman of the Federal (railroad) mediation board under President Herbert Hoover, passed away recently.

H. C. GUENTHER

Herman C. Guenther, 58, St. Louis, Mo., hardware dealer, died July 30 at his home in University City, Mo. He was president and treasurer of the Webb Hardware Co., 806 N. Broadway, St. Louis, and had started with that company as a clerk 45 years ago. Mrs. Guenther and three sons survive.

COMPLETE ADDITION TO EVANS PRODUCTS' PLANT

The Evans Products Co., Detroit, Mich., manufacturer of "Evanoil" and "Evanair" space heaters, has completed a new addition to its plant. The company's entire Detroit plant has been rearranged to incorporate this addition into the manufacturing program. The new structure has also been so built as to make possible future enlargement of plant facilities.

W. C. HELLER & CO. MOVES NEW YORK DISPLAY ROOM

W. C. Heller & Co., Montpelier, Ohio, which has specialized in the designing and building of modern hardware store equipment for more than 49 years, has moved its New York office from 20 Vesey St., to larger quarters at 330 Hudson St. The company maintains a complete model store,

entirely merchandised, at the new quarters, and extends an invitation to hardware dealers to visit and inspect the new installation.

ALLIANCE MFG. CO. HAS NEW PLANT

The Alliance Mfg. Co., Alliance, Ohio, is now occupying a new factory which represents an expansion of more than twice the size of the company's former quarters. Additional plant space was necessitated by greatly increased business of "Doo Klip" and other lines made by the company.

NORTH DAKOTA ASSN. TO MEET MARCH, 1941

The North Dakota Retail Hardware Association will hold its annual convention March 4-6, 1941, at Fargo, N. D. Louise J. Thompson, Grand Forks, is secretary of the association.

Extra Profit News

EROSIONET SALES TO BOOM IN YOUR COMMUNITY THIS FALL

Hard-Hitting National Advertising Campaign to Work Locally for You...

Get ready now for extra profits this fall! Erosionet, tested grass-growing method for slopes and terraces, has been successfully sold for several years by leading hardware dealers. Now backed by a strong national advertising campaign, it offers even more sales-making opportunity! Homeowners accept Erosionet immediately. It's easy to use, economical and sure. Sells readily at a 50% mark-up. Mail coupon for complete details and sample dealer helps now.

EVERY CUSTOMER A PROSPECT!



EROSIONET GROWS GRASS ON SLOPES AND TERRACES

Stubborn terraces and weak lawns thrive amazingly when protected by Erosionet. Great for fall seeding. Erosionet's 1/4-inch mesh forms millions of tiny dams... prevents wash-outs... holds seed firmly in place... let's it grow! Approved by thousands.

Your customers will see these ads in September and October Better Homes & Gardens... House and Garden

Free Dealer Helps

Sales-making posters... counter cards... folders... samples... newspaper mats... supplied free, will help make your store local Erosionet headquarters.



MAIL COUPON NOW!

BEMIS BRO. BAG CO., 604 S. Fourth St., St. Louis, Mo.

Without obligation, send me sample dealer helps, price list and full details of Bemis Erosionet.

Name _____
Address _____
City _____ State _____

TUARIES

AG
man of
and prei-
Newton,

He represented the... more than a quarter... and will be greatly... because of his honesty and... service to his customers... company.

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EVERY CUSTOMER A PROSPECT!



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Your customers see these ads in September and October B... Homes & Gardens House and Garden

Free Dealer Help

Sales-making posters... cards... folders... sample newspaper mats... supplies will help make your store Erosionet headquarters.



MAIL COUPON NOW

BEMIS BRO. BAG CO., 604 S. Fourth St., St. Lo

Without obligation, send me sample dealer helps, price list and full details of Bemis Erosionet.

Name _____ Address _____ City _____ State _____

WARE GOLF ASS'N 15TH TOURNAMENT AT EXCELSIOR SPRINGS, MO., SEPT. 19-21

Hardware Golf Association will hold its 15th annual tournament Thursday, September 19 to Saturday, September 21 at the Elms Hotel, Excelsior Springs, Mo. Players wishing to participate in the tournament must have their entrance membership fees in the hands of R. A. Sundvahl, secretary, Hardware Golf Association, 321 W. Randolph Street, Chicago, Ill., on or before September 10. The membership fees are: \$5 for golf and non-golf members. Golf membership will be limited to 200 members and to representatives of organizations which are members of the Hardware Golf Association, wholesalers, mill suppliers, distributors and hardware manufacturers' associations. The fees, for three days, will be \$6 and are payable at the club office in advance.

Thursday there will be a driving round of 18 holes. The finals in each flight will be held Saturday morning, and the finals in each flight, 18 holes, will be held Saturday afternoon. At 10:30 p.m. Thursday, a free buffet lunch and entertainment program will be held. The annual banquet and meeting will be held at the Elms Hotel, Saturday night.

Hotel reservations should be made through Dietz Lusk, 621 E. Terrace, Kansas City, Mo., who will make all the room assignments. Rates at the Elms Hotel are: two in room with bath, \$6.75 per person per day, including meals.

Unconditioned sleeping cars will be provided for the association's exclusive use on "The Cornish" of the Rock Island Railroad, leaving Chicago, LaSalle Station, at 8:50 p.m., Central Standard Time, Wednesday, September 18, arriving at Excelsior Springs the following morning at 8:06 a.m. On the return trip the train will leave Excelsior Springs 10 p.m. Saturday, September 21, arriving Chicago the next morning at 8:50 a.m., Central Standard Time.

Sleeping car reservations can be made through Mr. Sundvahl or through L. H. McCormick, assistant general passenger agent, Rock Island Lines, 179 W. Jackson Boulevard, Chicago, Ill.

The railroad fare will be \$20.30 for round trip, first class railroad ticket between Chicago and Excelsior Springs, return limit 60 days. A lower berth each way between Chicago and Excelsior Springs will cost \$3.15, an upper berth, \$2.40. Other accommodations are: single section, \$4.20; compartment, \$8.95, and drawing room, \$11.55.

S. M. COX ELECTED PRES. OF NASSAU-SUFFOLK LUMBER

Stanley M. Cox, Brightwaters, Long Island, N. Y., a co-founder with the late Herbert H. Tinkham, of the Nassau-Suffolk Lumber & Supply Corp., lumber, builders supply and hardware concern, was recently elected president of that company, succeeding Mr. Tinkham. Walter R. Pettit, Huntington, was elected vice-president and treasurer. Harry M. Ketcham, Farmingdale, is a vice-president and Harold Van Tuyl, Wantagh, is secretary. The four officers and Leroy B. Iserman, Ocean Beach, comprise the board of directors.

NEW ENGLAND GROUPS HOLD ANNUAL OUTING

The Paint Salesmen's Club of New England and the New England Hardware Associates held their annual outing a Seiler's Ten Acres, Wayland, Mass., June 21, with 42 attending, including ladies. Features were outdoor games, bridge, whist, dinner and dancing.

Winners of prizes among the women were as follows: Whist—1st, Mrs. S. Smith; 2nd, Mrs. Edward Heap. Bridge—1st, Mrs. Samuel Cutler; 2nd, Mrs. Walter Coffey; 3rd, Mrs. F. Flanagan; 4th, Mrs. Hugh McAdam. Ball throwers—1st, Mrs. Harry Sachs; 2nd, Mrs. Flanagan. Horse racing game—1st, Mrs. McAdam; 2nd,

Mrs. John S. Vaughan. Hammer throwers—1st, Mrs. Cutler; 2nd, Mrs. Sachs.

Winners of men's prizes were: Horseshoe pitching—1st, John Crowley; 2nd, Edward Heap. Ball throwing—1st, John Stewart; 2nd, Walter Coffey. Hammer throwing—1st, Mr. Stewart; 2nd, Mr. Crowley. Horse racing game—1st, Edward Nee; 2nd, John S. Vaughan.

The committee consisted of John S. Vaughan, chairman, Aubin J. Horton, Robert Hurley and Edward Healey.

MONTANA ASSOCIATION TO MEET IN GREAT FALLS

Directors of the Montana Improvement & Hardware Association met at Great Falls, Mont., on July 30, to make preliminary arrangements for holding the 32nd annual convention, which will meet in that city Friday and Saturday, Oct. 25 and 26 at the Rainbow Hotel. C. W. Smith, manager of the Great Falls branch of the International Harvester Co., Inc., Chicago, Ill., was appointed general chairman of the convention committee.

ORVIN M. TUCKER ELECTED PRESIDENT ASSOCIATED POT & KETTLE CLUBS

At the annual convention of the Associated Pot and Kettle Clubs of America, Orvin M. Tucker, housewares manager of Lipman, Wolfe & Co., Portland, Ore., was elected president. Other officers elected at the convention held in June at Lake Crescent, Wash., were: Harry O. Davis, Savory, Inc., first vice-president; George Kelley, Portland General Electric Co., secretary; Lloyd Simon, M. Seller Co., Portland, Ore., treasurer. Directors: Arthur H. Clark, manufacturers' agent, Los Angeles, Calif.; G. C. Gillan, manufacturers' agent, San Francisco, Calif.; Roy C. Johnson, Jackson Furniture Co., Oakland; W. Clark Wright, Meier & Frank Co., Portland, Ore., and John Mark, Seattle.

President-elect Tucker announced the following appointments: directory committee, Fred

duPONT ISSUES SOUND FILM TELLING NEOPRENE STORY

A new sound picture produced by E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., tells the story of neoprene, a synthetic rubber-like material being used to replace natural rubber in a great many products essential to our national well being. This timely 20 min. film shows how neoprene is made, explains its chemical formula by means of animated cartoons and shows interesting tests of the material. Hundreds of applications of the product are pictured in the film. Products using this material are being used in the home, in service industries and in various applications such as hose, shoe soles, heels, dish scrapers, wire and cable coverings, tank linings, etc.

The picture is available without charge to any organization having available a 16 mm. sound projector. Bookings may be arranged through the Rubber Chemicals Division, E. I. du Pont de Nemours & Co., Wilmington, Del.

WERT B. KING NOW WITH SURPLUS. DUNN & CO.

Wert B. King, who is now with Dunn & Co., the southwest is now with Surplus. Dunn & Co.



WERT B. KING

74-76 Murray St., New York City, manufacturers' agent for California and the southwest. His address is 74-76 Murray St., Berkeley, Cal. King was for many years representative of John H. Gray, Inc., New York City, and was affiliated with Pacific Hardware Co., San Francisco, Calif. L. H. Merriam, with headquarters at 1006 Lowman St., Seattle, Wash., now represents Dunn & Co., Seattle, Wash., and the Pacific Northwest.

HDWE. MANUFACTURERS ELECT CREDIT COMMITTEE

Credit executives of the hardware manufacturing industry met at the Royal York Hotel, Toronto, Canada, on May 1, in connection with the First National and Forty-Fifth Annual Congress of the Association of Credit Men. The sessions, and the chairmanship of Willard Vernon Door Closer Co., included many interesting credit quiz programs, and in all in attendance. Newly elected officers in charge of activities for the coming year, included the New York Congress of the Association of Credit Men, May 1941, are H. C. Sherman, Conn., chairman; Zedick, Osborn Mfg. Co., Ohio, vice-chairman; Wadden, Nicholson, Providence, R. I.; H. I. National Screw & Bolt Co., Cleveland, Ohio; and W.



iated Pot & Kettlers at their annual convention at Lake Crescent, Wash. Business sessions, golf, and various entertainment features were on the three-day program.

duPONT ISSUES SOUND
TELLING NEOPRENE STORY

A new sound picture by E. I. du Pont de Nemours & Co., Inc., Wilmington, Del., tells the story of neoprene, a rubber-like material being used to replace natural rubber in many products. The picture is only 20 min. long and shows neoprene is made, explains chemical formula by means of animated cartoons and shows interesting tests of the material. Hundreds of applications of the product are pictured. The picture is being used in the home service industries and in applications such as shoes, heels, dish scrapers, and cable coverings, etc.

The picture is available out charge to any organization having available a 16 mm. projector. Bookings are arranged through the Chemicals Division, E. I. du Pont de Nemours & Co., Wilmington, Del.

SELECTED PRESIDENT

DIATED POT & KETTLE CLUB

C. Wood, Continental Hardware Co., chairman; William C. Meek, National Hardware & Stamping Co., treasurer; C. A. Hallenschmid, Scheidt & McDonald; Ed. Bitscher, manufacturer; Oscar Watson, Frederickson; publicity committee: Meek, National Hardware & Stamping Co., and Manufacturers' agent. Regional vice-presidents: George Wooster, General Corp., San Francisco; L. L. Litt, Los Angeles; Lester R. A. Morrison, manufacturer, Portland; James P. Mings, Schwabacher Hardware, Seattle; and Edward S. B. Manufacturers' agent, Chicago.

A new constitution was up to be submitted to the club in October.



Members, golf, and various entertainments

WIRT B. KING NOW WITH SURPLUSS, DUNN & CO.

Wirt B. King, who is well known to hardwaremen throughout the southwest is now representing Surpluss, Dunn & Co.,



WIRT B. KING

Inc., 74-76 Murray St., New York City, manufacturers' agents, covering California and the southwest. His address is 2500 Woolsey St., Berkeley, Calif. Mr. King was for many years a representative of John H. Graham & Co., Inc., New York City, later being affiliated with Pacific Sales Co., San Francisco, Calif.

L. H. Merriam, with headquarters at 1006 Lowman Bldg., Seattle, Wash., now represents Surpluss, Dunn & Co., Inc., in the Pacific northwest.

HDWE. MANUFACTURERS ELECT CREDIT COMMITTEE

Credit executives of the hardware manufacturing industry met at the Royal York Hotel, Toronto, Canada, on May 19-23 in conjunction with the First International and Forty-Fifth Annual Credit Congress of the National Association of Credit Men. The Toronto sessions, under the chairmanship of Willard Becker, Norton Door Closer Co., Chicago, included many interesting features, an outstanding one being a credit quiz program participated in by all in attendance.

Newly elected officers who will have charge of activities during the coming year, including the program at the New Orleans Credit Congress of the National Association of Credit Men in May, 1941, are H. C. Jackson, American Hardware Corp., New Britain, Conn., chairman; H. T. Riddick, Osborn Mfg. Co., Cleveland, Ohio, vice-chairman; J. F. Madden, Nicholson File Co., Providence, R. I.; H. H. Hummel, National Screw & Mfg. Co., Cleveland, Ohio; and W. D. Eck,

H. D. Hudson Mfg. Co., Chicago, Ill.

A joint interim meeting of the eastern and western manufacturers will be held in Cleveland in November.

EASTERN REPRESENTATIVE FOR MCGILL METAL PROD.

McGill Metal Products Co., Marengo, Ill., manufacturer of "Better Brand" mouse and rat traps, "Acorn" adjustable scrapers, and McGill ticket punches, has announced the appointment of Barron K. Throckmorton & Co. as its representative in New England, New York, Pennsylvania, and the Atlantic seaboard territories. Mr. Throckmorton will be in charge of the New York office located at 17 E. 42nd St., New York City.

OLD GUARD LUNCHEON TO BE HELD OCT. 15

In connection with the joint convention of the National Wholesale Hardware Association and The American Hardware Manufacturers' Association, Oct. 14-17, Atlantic City, the Old Guard Southern Hardware Salesmen's Association will hold its luncheon on Oct. 15. The X-Club will hold its dinner Oct. 13, at the Marlborough-Blenheim Hotel and has made tentative arrangements for the Old Guard luncheon at the same hotel.

SHEFFIELD MOVES TO NEW BUILDING

On July 1 The Sheffield Bronze Powder & Stencil Co. of Cleveland moved from its 5-story plant at 3000 Woodhill Rd. into a fluorescent-lighted building at 12405 Euclid Ave., occupying the entire ground floor of approximately 30,000 square feet. In this new location, with all work on one floor, under the most modern lighting conditions, considerable added efficiency is assured.

O. G. LURTZ JOINS STRATTON-TERSTEGGE

Oliver G. Lurtz, Owensboro, Ky., who was a traveling salesman in central Illinois for the former Simmons Hardware Co., St. Louis, Mo., now represents Stratton & Terstegge Co., Louisville, Ky., wholesalers, in western Kentucky. Prior to his affiliation with the former Simmons company he had been an employee of the W. W. Thomas hardware store, O'Fallon, Ill., with which store he was affiliated for eight years.

THERE'S MONEY-MAKING MAGIC IN KESTER METAL MENDER!



• You don't have to be a magician to make money with Kester Metal Mender.

The magic is all in the can itself.

People everywhere know that broken metal things are fixed like new with this amazing home solder. They know, too, how easy it is for anyone to use it, with perfect results every time.

Kester's national advertising campaign is selling Mr. & Mrs. Public on Kester Metal Mender every day. All you do to get your increasing share of this business is to put the display carton of Kester Metal Mender on the counter beside your cash register. That's the final reminder that lots of folks will heed and promptly hand over the cash.

Check your stock now and be sure Kester Metal Mender is getting the right display for more sales and bigger profits in your store.

KESTER SOLDER COMPANY

4207 Wrightwood Avenue, Chicago, Illinois

Eastern Plant: Newark, N. J.

Canadian Plant: Brantford

KESTER METAL MENDER



PANTHER AND DRAGON TAPES

- 1 First to be Wrapped and SEALED in Cellophane.
- 2 Perfect Adhesiveness and Tensile Strength.
- 3 Strong Distinctive Green Core.
- 4 Colorful Attractive Boxes.
- 5 A Company in the Insulation Business Since 1878.

Available Exclusively Through Distributing Wholesalers

HAZARD INSULATED WIRE WORKS

Division of the Okonite Co.
Works: Wilkes-Barre, Pennsylvania

Chicago Philadelphia Atlanta Pittsburgh
Washington Buffalo Boston Detroit Los Angeles
Cleveland St. Louis Seattle San Francisco



HARDWARE BRIEFS

INDIANA

The new home of the Paitson Bros. Hardware Co., at 12th St. and Wabash Ave., Terre Haute, Ind., was formally opened with a three-day sales event, Aug. 8-10, inclusive.

IOWA

Ray Elgersma, Sanborn, Iowa, recently purchased the interest of R. De Cook in the De Cook Hardware store, Orange City, Iowa. The De Cook Hardware Co. was started in 1892.

NEBRASKA

Stock of the Kettler & Probst hardware store in Homer, Neb., was recently sold to Marion Lockwood and B. B. Barber, who moved the stock to the Barber building.

NEW YORK

Leroy E. Durkee, son of the late E. L. Durkee, has taken over the interests of the Durkee estate in the hardware store of E. L. Durkee & Co., 13 N. Main St., Gloversville, N. Y. E. L. Durkee passed away in 1921 and the late Mrs. Durkee was a partner in the business from 1921 until her death in 1935. Leroy Durkee had been associated with the company since 1934.

TENNESSEE

The business, stock and warehouse of Doggett-Andre Hardware Co., Morristown, Tenn., has been purchased by D. M. Wallace, president, Wittaker-Holt-singer Hardware Co., who will continue to operate the business, at the present location and under the same firm name. The store interior will be rearranged and the stock enlarged. Algie Peoples will be retained as manager of the store. The business had been operated in Morristown for the past 34 years, under the management of W. N. Doggett, who has retired from the business.

VIRGINIA

The Tidewater Hardware Co. opened a new store at 25th St. and Parrish Ave., Newport News, Va., on Aug. 3. C. William Dickinson, for many years manager of the Rosenbaum hardware store in Newport News, is managing the new establishment.

The business of the Cape Charles Hardware Co., Inc., Cape Charles, Va., was recently sold by Sanford E. Collins and Elwood B. Collins, by the estate of the late Upshur Wilson. Sanford E. Collins had been with the company since 1910 and Elwood Collins joined the concern in 1920.

SUBJECTS NOW BEFORE DISTRIBUTORS RELATIONS COMMITTEE OF MILL SUPPLY ASSOCIATION

The following are the subjects now before the distributor relations committee of the American Supply and Machinery Manufacturers Association and the names and addresses of the sub-chairman to whom these subjects have been assigned. Suggestions regarding the subjects selected should be addressed to the sub-chairman in each case but suggestions for additional subjects should be addressed to the chairman of the distributor relations committee, Dan W. Northup, The Henry G. Thompson & Son Co., New Haven Conn.

"Should manufacturers' resale discounts be based on a single discount or quantity discount?"—sub-chairman, D. S. Brisbin, Columbus McKinnon Chain Corp., Tonawanda, N. Y.

"A desirable buying policy for distributors and one for manufacturers"—sub-chairman, W. A.

Purtell, Holo-Krome Screw Co., Hartford, Conn.

"Manufacturers' - distributors' sales agreements, including samples of guarantees"—sub-chairman, Roger Tewksbury, Oster Mfg. Co., Cleveland, Ohio.

"Desirable method of conducting distributors' sales meetings"—sub-chairman, Mr. Tewksbury.

"Reciprocity"—sub-chairman, H. F. Seymour, Columbian Vise & Mfg. Co., Cleveland, Ohio.

"Distributors' sales manual"—sub-chairman, Mr. Seymour.

"Manufacturers' small order problem"—sub-chairman, L. M. Knouse, Stanley Electric Tool Div., New Britain, Conn.

"Methods of enforcing resale"—sub-chairman, Mr. Knouse.

"Distributors' small order losses"—chairman, D. W. Northup, The Henry G. Thompson & Son Co., New Haven, Conn.



Twelve of the 18 employees of 25 year service in length of their service at Margaret Vorwerk, 19; B. to right—Ralph Raber, 6; Lenz, 20; William Meis; 5; Raymond

AMERICAN HARDWARE EMPLOYEES

More than 300 dealers, manufacturers, manufacturers' agents and guests attended the convention, July 22-24, at the American Hardware Store, dealer owned who hardware house, at the city's headquarters, 41-43 Canal Way, South Side, Chicago, Pa. Included in the exhibits were a well rounded display of toys and gift items and promotional material for the sale and for the Christmas holiday season. Buying agents during the convention considerable interest was shown in new merchandise.

Dealer-members and were welcomed by Charles H. Smith, president of the association, who emphasized in his remarks that operations for the first half of 1940 had been successful, sales for the year ending June, 1940, being the highest in the company's history. Mr. Smith, general manager, complimented members of the company's staff for their excellent work and pointed out that the company had no personnel problem. He traced the growth of the organization's staff from 1908 to the present time. He presented eight years ago a list of the staff of 57 men and women at the present time. He presented Mr. Stout's presentation Mr. Stout presented awards to 17 employees who had given faithful service to the company for periods ranging from five to 29 years. The awards, in the form of plaques, were marked 5, 10, 15, 20, 25, 30, 35, 40, 45, 50, 55, 60, 65, 70, 75, 80, 85, 90, 95, 100 years, the 25 year award being a diamond, instead of a plaque. Mr. Stout presented with a five-year plaque. Discussing the subject of "I Feel About Our Own Hardware Company," Harold D. Smith, Greenville, Pa., presented Pennsylvania and Atlan

TENNESSEE

The business, stock in house of Doggett-Hartware Co., Morristown, Tenn., been purchased by D. Y. lace, president, Wagesinger Hardware Co., continue to operate at the present location at the same firm name. The interior will be rearranged, the stock enlarged. Appearances will be retained in the store. The business operated in Morristown past 34 years, under the management of W. N. Doggett, retired from the business.

Probst, Neb., Marion, who Barber

VIRGINIA

The Tidewater Hardware Co. opened a new store at 22 and Parrish Ave., Norfolk, Va., on Aug. 3. C. L. Dickinson, former manager of the Roseman Hardware store in Newport, is managing the new establishment.

The business of the Charles Hardware Co., Inc., Charles, Va., was received by Sanford E. Collins in 1921. Wood B. Collins, brother of the late Upshur Wilson, of the late Upshur Wilson Hardware Co., joined the company since 1920.

FORE DISTRIBUTORS RELATE OF MILL SUPPLY ASSOCIATION

Purtell, Holo-Krome New Hartford, Conn.
"Manufacturers' sales agreements, instances of guarantees."
man, Roger Tewksbury Mfg. Co., Cleveland, Ohio.
"Desirable method of selling distributors' sales."
—sub-chairman, Mr. T. H. F. Seymour, Columbia & Mfg. Co., Cleveland, Ohio.
"Distributors' sales problem."
—sub-chairman, Stanley Knouse, Stanley Electric Div., New Britain, Conn.
"Methods of enforcing."
—sub-chairman, Mr. Knouse.
"Distributors' sales losses."
—chairman, D. W. up, The Henry G. Thompson Co., New Haven, Conn.



Seventeen of the 18 employees of the American Hardware Supply Co., who received 5, 10, 15, 20 or 25 year service pins at the company's semi-annual convention. The employees and the length of their service are: front row, left to right—J. F. Bernath, 5 years; J. D. Shepler, 21; Margaret Vorwerk, 19; Bertha Entwistle, 6; R. W. Kane, 21; Mary Blaize, 12; second row, left to right—Ralph Raber, 6; Joseph Staley, 29; Leonard Meis, 7; Robert McCullough, 17; Joseph Kreuz, 20; William Meis, Jr., 28; third row, left to right—E. A. Hastings, 7; Howard Schuetz, 5; Raymond Lieb, 20; Howard Stewart 27, and Isabelle Paxton, 6.

AMERICAN HARDWARE SUPPLY HONORS VETERAN EMPLOYEES AT ITS SEMI-ANNUAL CONVENTION

More than 300 dealer-members, manufacturers, manufacturers' agents and guests attended the convention. July 22-23, of the American Hardware Supply Co., dealer owned wholesale hardware house, at the company's headquarters, 41-43 Terminal Way, South Side, Pittsburgh, Pa. Included in the exhibits were a well rounded display of toys and gift items, and promotional material for an August sale and for the Christmas holiday season. Buying was active during the convention, and considerable interest was shown in new merchandise.

Dealer-members and guests were welcomed by Charles Scarborough, president of the company, who emphasized in his remarks that operations for the first half of 1940 had been very successful, sales for the month of June, 1940, being the highest in the company's history. William M. Stout, general manager, complimented members of the company's staff for their service and pointed out that the company had no personnel problems. He traced the growth of the organization's staff from 16 employees eight years ago, to a sales, office, warehouse and executive staff of 57 men and women at the present time. With friendly and sometimes humorous comments Mr. Stout presented service awards to 17 employees, who had given faithful service to the company for periods ranging from five to 29 years. The service awards, in the form of pins, were marked 5, 10, 15 and 20 years, the 25 year awards having a diamond, instead of figures for the year. Mr. Stout was presented with a five-year pin.

Discussing the subject, "How I Feel About Our Own Wholesale Company," Harold D. Wheldon, Greenville, Pa., president Pennsylvania and Atlantic Sea-

board Hardware Association, said that he had become an American dealer-member when he entered business for himself and that the organization's members included men who were both leading merchants and civic leaders. He complimented Mr. Stout and other members of the company's staff for improvements in service and operation that have been made since 1932. He also called attention to the company's price card service, on 30,000 items, and expressed pleasure in the fact that orders are being shipped to dealers the same day they are received.

Promotional activities of the company were outlined by H. Leslie Gould, director of sales. He told of the "Red Tag" sale, for August, being promoted by the company, for which four page folders, in color, and with dealer imprint, are being offered. This sale features table appliances, locks, gadgets, tools and various household items, each item to be displayed with special red tags. Mr. Gould also showed the "Toyland Special for 1940," a 24-page catalog, in color, with dealer imprint, showing a variety of toys, wheel goods, games, etc. He urged dealers to order their toy and catalog requirements at an early date and recommended distribution of the toy catalogs to children as they were leaving their schools. The American Promotion Service, costing \$2.95 every two weeks for a photo of a suggested window trim and the necessary display cards and price tags for featured merchandise, was also described by Mr. Gould.

G. Edwin Reinert, a new buyer for the company, and successor to the late David L. Beatty, and Edmund Garrahan, a new sales representative of the company, were introduced. Kenneth A. Heale, HARDWARE AGE,

spoke briefly of the features included in each issue of this publication and called attention to the 1940 HARDWARE AGE "Who Makes It" Merchandise Directory and Catalog Issue, published July 25, 1940. Charles Cougar, N.R.H.A., spoke briefly on the accounting systems of that organization.

Complimenting the company on its fine record, Hugo M. Weyrauch, vice-president and sales manager, National Mfg. Co., Sterling, Ill., said, "When you go in business you invest your money for merchandise. It is surprising how indifferent some people are in the manner in which they make their capital investment. Price is always a factor uppermost in the minds of buyers. And well it should be. But after all, price is only the index to quality, and quality the index to price. It is false economy for any man to consider price paramount to quality." He declared that eye appeal is 90 per cent stronger than any other selling appeal.

William M. Stout, general manager, talking on "Our Future—The Road to Success," briefly reviewed the company's growth and activities since the present management took charge of the business in 1932. He said that sales volume had shown an increase of 1134 per cent in eight years and announced that sales, for the first six months of 1940, showed a gain of 21 per cent over the same period in 1939. "Buying time is expense, selling time is profit," declared Mr. Stout.

The semi-annual stockholders' meeting, held Tuesday afternoon, was presided over by President Scarborough. In his report for the first six months of 1940, E. A. Hastings, treasurer, said that expenses have been held level in relation to sales as compared to

the same period a year ago. He also pointed out that in June 1940, the company enjoyed its largest single month in its history with the expense ratio sales being the least for a month this year. "This," he said, "marks the completion of seven years of steady increase under the present management." The company now has more than 100 member stockholders and gained 80 members in the past seven years. He stated that current assets and current liabilities show a ratio of 2½ to 1 with sufficient cash and current receivables to retire all liabilities.

Officers of the company are: Mr. Scarborough, president; B. Post, Washington, Pa., vice-president; James Scott, Carnegie, Pa., secretary, and E. A. Hastings, Pittsburgh, treasurer. William M. Stout is general manager of the company.

Directors are: Messrs. Scarborough, Post and Scott; H. Kirk, New Castle, Pa.; John Ditz, Sr., Clarion, Pa.; J. McGear, Leechburg, Pa.; C. Brown, Punxsutawney, Pa.; S. M. Wylie, Elizabeth, Pa.; C. S. Newcomer, Mt. Joy, Pa.

NEW WASHERS SHOW "SPEED QUEEN" MEETING

Approximately fifty sales representatives of the Barlow Seelig Mfg. Co. gathered at their home office at Ripon, Wis., recently for the annual sales convention. Highlight of the convention was the announcement of the addition of plastic agitators in the two numbers in the "Speed Queen" washer line.

The three-day session of convention included interviews with factory executives, and service schools, and general assemblies at which announcements of the past six months were related and plans made for a renewed sales drive during the balance of the year.

Sales manager, L. W. announced the winners of the sales contest and stated that for the six-month period not over, the company was credited 50 per cent of a quota which was set up at the outset of the year. Attainment of the quota for 1940 the biggest "Speed Queen" history.

The convention wound up with an afternoon of entertainment. The Tescumbia Country Club where salesmen participated in a crazy golf tournament the evening enjoyed a dinner.

Binder Twine Is Life Line of American Agriculture

If domestic manufacturing units were making all the binder twine necessary for American harvest operations there would be two results—an assured supply and a reduction in the retail price.

By FRANK L. BAER

THE wave of national defense sentiment that is sweeping the country has resulted in a new appraisal of nationalism in terms of industry. Particularly has it aroused a growing interest in the self-sufficiency of the United States in times of emergency. Industrial stock-taking is the business of the moment, and a survey of vital, essential industries has been going on in this country since the beginning of violent military action in the European War.

Farmer-Fear

As the 1940 harvest season approached a farmer-fear that binder twine would not be available in full volume turned out to be groundless, since domestic manufacturers of twine were prompt to make public announcement that "full twine supplies were on hand because domestic plants had seen to it that stocks of sisal and abaca fiber were in the storehouses in full volume at the outset of the conflict in Europe in the fall of 1939."

Back of this fear was the realization by farmers, and many others interested in the welfare of American agriculture, that continuous manufacturing of twine is more essential than continuous manufacture of the binders that use it. Without new binders every year, these same operations would be delayed but the harvest could move forward without being overcome by confusion and ruin, but without binder twine harvest operations become chaotic.

The present harvest season encountered no such shortage, even

though the imports of foreign binder twine have dropped considerably since the war in Europe started. American twine makers always have been able, through complete, well-oiled equipment and trained workers, to supply all American needs for binder twine. They always have been willing and ready to manufacture the 50,000,000 pounds of twine that have been reaching American ports annually and entering the country free of any excise tax. But they have had to fight this invasion of foreign twine, which literally is dumped into the American market to undersell domestic twine, an action made possible because foreign twine is produced by underpaid workers in plants where labor standards are sub-normal.

This dumping process, prior to the war's outbreak, threatened to destroy the domestic binder twine business. Had this occurred, where would the American farmer have been when the conflict, with its trade blockades and its suspension of industrial production, save for military purposes, started a sharp drop in imports of the foreign commodity?

A Point Proved

Ironically, the war has proved one big point: Domestic binder twine manufacture in volume sufficient to meet any and all harvest demands of the American farmer is mandatory. Binder twine is the life line of American agriculture. No European emergency ever must be permitted to influence, in any degree, the supply of binder twine in this

country. A guaranteed supply, by American manufacturing companies, must be an important link in American agricultural economy.

There is no need to import foreign binder twine into the United States. Yet it is allowed entry free from tax. If domestic manufacturing units were making all the binder twine required for the American harvest operations, two great accomplishments would result. First, the supply of twine would be assured; second, the guaranteed market would automatically reduce the retail price of twine.

A Strategic Commodity

Twine is a strategic commodity because the Federal Government has ruled that twine fiber is a strategic material. Recently, under Presidential order, the export of binder twine fiber from the United States was placed under a licensing system, controlled at the top by the Secretary of State. Thus, the importance of binder twine as a necessity for a sufficient food supply, particularly in times of emergency, is recognized by the Government today just as it was in the World War of 1914-1918. At that time, fiber prices were fixed, quantities allotted under Federal decree, and distribution of manufactured twine handled on the basis of binder twine being a necessity.

It was a necessity then, and it is a necessity now. The American farmer knows full well, come war or peace, that American binder twine is his industrial ally, always present to see him through.

"AM

ABW PRODU
SHOVELS...SPADES...
FORKS...HOES...RA
POST HOLE DIGG
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AMES
Since
1774

AMES BALD

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ATTRACTIVE
DESIGN

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QUIET,
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ACTION

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A
PROFITABLE
ITEM

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STURDY
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NEEDED IN
EVERY HOME

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ROLL IN ANY
DIRECTION

•
BALL
BUILT BY
BEARING
SPECIALISTS

HARDWARE AGE

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AUGUST 22, 1940

[illegible]

Second floor classroom auditorium stage with laboratory kitchen in background.



Entrance to the Institute. Flashed opal glass and fluorescent lighting enhance its appearance at night.



New G. E. Institute at Bridgeport, Conn.

Features Modern Equipment
for Present Day Living

SUCCEEDING the General Electric Co. Institute at Nela Park, Cleveland, Ohio, a new Institute was recently opened by the company in the grounds of its Bridgeport, Conn., works. Every phase of electrical living, from the selling of appliances to their proper use in the home, is provided for in the remodeled and enlarged building in which the Institute is now located. Assembly facilities include two fully-equipped auditoriums, a large laboratory kitchen for the instruction of home economists, reception and information desks, lounge-displays, testing rooms, offices and staff quarters.

The building was enlarged and completely equipped at a total cost of approximately \$150,000, under direction of Victor Civkin, G. E. Home Bureau, architect, and utilizes up-to-date electrical equipment and appliances as well as new types of building materials, including liberal use of Parkwood, a plastic-treated permanent wood veneer, in walls, furniture and work surfaces. Modern fluorescent lighting is used in combination with incandescent lighting both for scientifically planned

A view of the labor

utility and for spec
tive purposes.

The first floor of
building has a l
lounge, a group of c
and other grouping
pliances. An audi
400, and having a
and complete pro
equipment is also
first floor. The sec
smaller auditorium
well as large instru
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there is a home din
kitchen, powder roo
for the staff. Sup
Institute and its tra
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The main labora
Acoustex ceiling an

HARDWARE AGE

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AUGUST 22, 1938

n in background.



A view of the laboratory kitchen in the Institute.

the Institute.
class and flun-
ing enhance
at night.

utility and for spectacular decorative purposes.

The first floor of the two-story building has a large reception lounge, a group of display kitchens and other groupings of G. E. appliances. An auditorium, seating 400, and having a projection room and complete professional stage equipment is also located on the first floor. The second floor has a smaller auditorium seating 150 as well as large instruction or laboratory kitchens and test rooms. Then there is a home dining room, home kitchen, powder rooms and offices for the staff. Supervision of the Institute and its training, entertainment and display programs is in charge of the appliance and merchandise department's advertising division and B. W. Bullock, advertising manager. Robert Brogan, institute manager, is responsible for reception facilities, displays and the handling of group meetings. Miss Edwina Nolan, home service manager, directs the training programs and the home service section.

Concealed fluorescent lamps, covered with Louverex glass and American Nickeloid reflectors, light the vestibule from recessed niches. The main auditorium lighting consists of "beams" of indirect fluorescence covered with translucent Textolite plastic sheets and Holophane lenses installed flush with the ceiling and controlled by Thyatron. The entrance foyer for the home service section has indirect fluorescent lighting.

The main laboratory kitchen has Acoustex ceiling and indirect light-

ing, the rear wall having steel cabinets and electric sinks, while the end walls have cabinets, planning desks and large refrigerators. Eleven training units, comprising an electric range, condiment shelves,

work surfaces and other necessary equipment, are located on the main floor. Each unit is independent and is designed for trained home service workers to conduct classes in home economics. There is also a complete home laundry with tumbler dryer. For experiments as to decoration, table setting, photography, preparation of meals for small groups, etc., there is a complete "domestic" unit comprising separate kitchen and dining room.

The auditorium classroom on the second floor has a stage, across the rear of which is a spread V-type electric kitchen for demonstration purposes. When desirable, the middle sections of the kitchen slide noiselessly into the "wings" on rails—without breaking either electrical or plumbing connections—disclosing solid, plate glass doors at the back of the stage. These doors open into the laboratory kitchen and may be moved back allowing members of the audience to walk across the stage and into the kitchen. The glass doors may be kept closed, the auditorium darkened and the laboratory kitchen brilliantly lighted.

SUCCCEEDING the General Electric Co. Institute at New York, Cleveland, Ohio, a new Institute was recently opened by the company in the grounds of a bridgeport, Conn., works. For the purpose of electrical living, from the selling of appliances to their proper use in the home, is provided in a remodeled and enlarged building in which the Institute is located. Assembly facilities include a fully-equipped auditorium, a large laboratory kitchen for the instruction of home economics, a planning and information desks, a display, testing rooms, offices and staff quarters.

The building was enlarged and completely equipped at a total cost of approximately \$150,000. The section of Victor Civin, G. E. Home Bureau, architect, and the up-to-date electrical equipment, including appliances as well as new type building materials, including permanent wood veneer, a vitreous enamel and work surfaces. The fluorescent lighting is a combination with incandescent lighting both for scientific purposes



**Investigate ALL-IN-1 Sales Equipment
... Brings You Double Season
Sells Top-Grade Lawn Seed in the**

Woodruff's Added Profit Program carries lawn seed selling into the Fall (Nature's time for sowing), when people who appreciate the value of top grades do their buying—and you make 86% extra profit. How does Woodruff

help you make this profit about Woodruff's new item? new direct advertising complete store sales help look, for 5 minutes, at Woodruff man has to show. Want an extra profit—write

GRASS SEED DIVISION — F. H. WOODRUFF & SON
Milford, Conn. Toledo, Ohio Sacramento

**WOODRUFF
Adapted LAWN SEED**

AUGUST 22, 1940

HARDWARE 161



New and Improved Merchandise—Display Helps—Sales Literature—

Copper Clad Stainless Steel Deep Well Cooker

The latest addition to Revere's line of copper clad stainless steel ware is No. 5700, a 5-quart capacity electric



range deep well cooker. Designed primarily to fit the deep well cooking compartment of standard make electric ranges—although it can also be used to cook over an ordinary gas flame on top of the stove—the new cooker can be used to boil, roast and braise. The retail price, complete with vapor seal cover, trivet and inset pan, is \$12.00.

Actual tests of the new cooker have demonstrated fuel savings as well as savings in health and taste values according to Revere. The manufacturer claims, further, that it can be left completely empty over a high heat electric coil or gas flame for twenty-four hours without damage because of the readiness with which the copper clad bottom transmits high temperatures. Another one of the newest and fastest selling items of the Revere copper clad stainless steel kitchen ware line is No. 1585, the 5½-quart capacity Dutch oven for



economical top-of-the-stove roasting of meats and for cooking vegetables, etc. Copper clad bottom for efficient heat conductivity and stainless steel sides that reflect the heat inward, maker claims, make for faster cooking of foods over a low flame and thus insure a cooler kitchen. The cover is designed to prevent all cooking odors from escaping. Cool Bakelite handles make for easy, safe lifting. The body of the Dutch oven is made entirely in one piece—with no rivets, bolts or screws on the inside—for easier and faster cleaning. Retail selling price is \$8.00. Revere Copper and Brass, Inc., Rome, N. Y.

Stainless Steel House Numbers



These stainless steel house numbers may be attached to glass, tile, or other surfaces with waterproof cement or with stainless steel escutcheon pins. Numerals are said to be always bright, light-reflecting and waterproof. Available in two finishes, plain or pebbled. Each number is packed in a two-color Cellophane envelope. A two-color Masonite display board and 220 stainless steel escutcheon pins is given free with each assortment of 100 numbers. Parker Products, Inc., 1111 Power Avenue, Cleveland, Ohio.

Refrigerator Air Conditioner

The "D-D Air Conditioner" is a package containing the highest known grade of activated carbon, chemically treated



to absorb every type of refrigerator odor, including even the strong and unpleasant smells of foods such as onions, cheese, garlic and fish. By absorbing these pungent odors, the "D-D Air Conditioner" is said to prevent their passing from one food to another, and to remove them from foods which have already absorbed them to some extent. It retails for 20 cents. Small, compact and extremely simple to use, the air conditioner needs only to be placed in a back corner of one of the refrigerator shelves, where under normal conditions it will keep the air in the refrigerator clean and pure for four months, at the end of which time it may be replaced by a fresh unit. D-D Manufacturing Company, 5103 Lakeside Avenue, Cleveland, Ohio.

"Moth-Away" Co

Is an attractive wick incense burner containing a wick inset in a container filled with



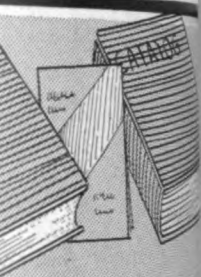
This is placed in a point above the closet door said to produce powerful vapors that seal clothing, penetrating every part of every closet. While the incense from the cone are said to have no ill effects. A clean, wholesome fragrance produced by the vapor is removed from unpleasant odor soon disappears. The original glass container lasts eight weeks (depending on temperature). A large amount of refill fluid can be used for cost. The "Moth-Away" container comes in a package, attractive and can be used for water, perfume and household articles. S. Western Ave.,

"Iron-That-W" Manning, Bow Conn., has announced non-kink, swivel

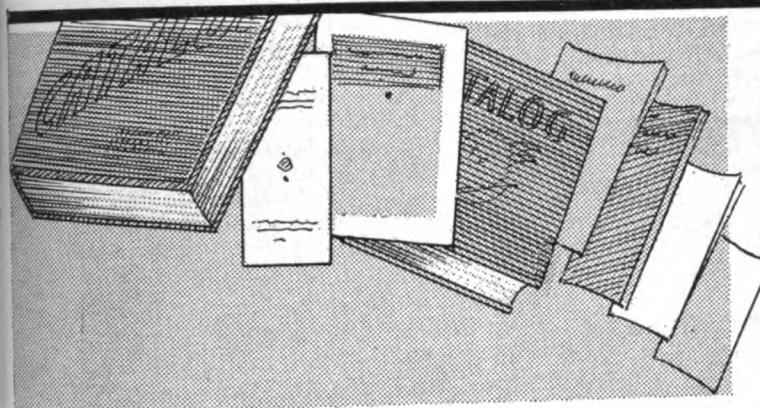
HARDWARE AGE

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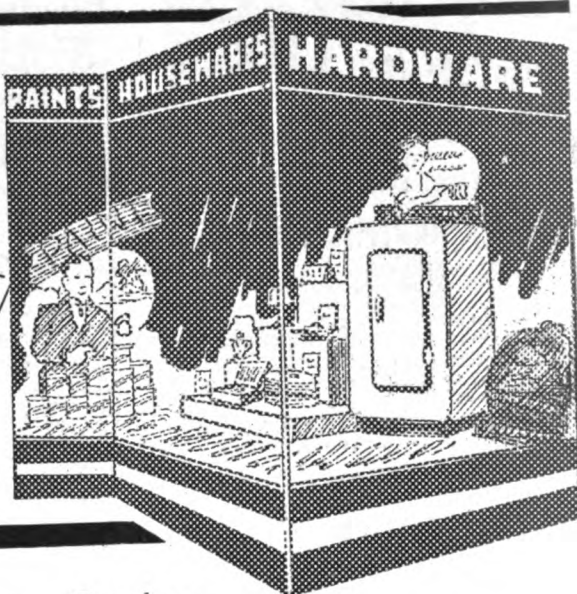
AUGUST 22



NEW



for Retail Hardware Stores



Helps—Sales Literature—Window Trims—New Packages—New Colors—Catalogs

Refrigerator Air Conditioner

The "D-D Air Conditioner" is a product containing the highest known concentration of activated carbon, chemically treated to absorb every type of refrigerant odor, including even the strong and persistent smells of foods such as onion, cheese, garlic and fish. By absorbing these pungent odors, the "D-D Air Conditioner" is said to prevent their passing from one food to another, and to remove them from foods which have already absorbed them to some extent. Retailers for 20 cents. Small, easy to use, and extremely simple to place in the back corner of one of the refrigerator shelves, where under normal conditions it will keep the air in the refrigerator clean and pure for four months—the end of which time it may be renewed by a fresh unit. D-D Manufacturing Company, 5103 Lakeside Avenue, Cleveland, Ohio.



"Moth-Away" Cone

Is an attractive wooden cone, containing a wick inserted into a glass container filled with a special fluid.



This is placed in clothes closet at a point above the clothing. The cone is said to produce powerful, moth-destroying vapors that settle down over the clothing, penetrating every seam and every part of every garment in the closet. While the penetrating vapors from the cone are deadly to moths, they have no ill effects for human beings. A clean, wholesome and pleasant odor is produced by the vapors. Once the clothing is removed from the closet, the not unpleasant odor of the special fluid soon disappears. The special fluid in the original glass container lasts for six to eight weeks (depending on room temperature). A large 10-ounce size bottle of refill fluid can be had at a very small cost. The "Moth-Away Cone" and glass container comes in a transparent cover package, attractively decorated, which can be used for powder puffs, toilet water, perfume and other toilet and household articles. O'Cedar Corp., 4501 S. Western Ave., Chicago, Ill.

"Iron-That-Wags-Its-Tail"

Manning, Bowman & Co., Meriden, Conn., has announced an iron with a non-kink, swivel action cord and called

it the "Iron-That-Wags-Its-Tail." This appliance is said to have the free-swiveling, swivel action of a "puppy's tail." With the cord attached directly to the iron, wherever the iron goes, the cord wags right along behind. Thus, the iron will weave around buttons and into sleeve gathers without twisting the cord into a knot. Iron also has invisible heat ray thermostatic control, finger-tip fabric dial, and a handle that can be gripped by either right or left hand. The company is playing up the tail wagging feature in its promotional material. In a five-color, electrical motion display card, illustrated, available for windows, both



dog's tail and iron cord wag simultaneously. A cut-out puppy, with a sandwich board on its back labeled "The Iron-That-Wags-Its-Tail," goes on top of the iron as a counter attention-getter. Folders and postcards for customers, and cuts and mats for advertising, also make use of this same theme.

"Marquette" Range

The outstanding feature of this range is the new knee-high "Rollo-Matic" deep broiler with polished aluminum



smokeless pan, reflector and rack. In operation, the broiler glides out automatically when door is opened. The pan and rack are adjustable to any height. Has flush-to-wall body construction with solid cabinet-type steel base. Both oven and broiler are equipped with speed burners, and have full blanket insulation of "Fiberglass." Other standard features include automatic Robertshaw combination oven heat control, one giant and three streamlining double-action, multispeed, simmer-sustaining top burners, two automatic top burners, flash lighters. Reflector bowl porcelain cast iron top grates, cast porcelain movable grids, acid-resisting porcelain cooking top and covers, two porcelain drip pans and folding split top cover. "Visa-Glas" Pyrex oven door, electric light and switch available at slight cost. Round Oak Co., Dowagiac, Mich.

AUGUST 22, 1940

Feature LUX ALARM CLOCKS for ALL PROMOTIONS

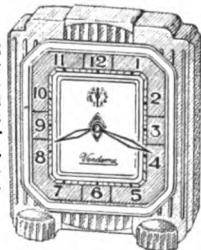
LUX Alarm Clocks are . . . precision built . . . protected with exclusive baked synthetic enamel finish to prevent chipping or scratching . . . made in a wide variety of styles to fit every pocketbook.

RESTRICTED distribution and established mail prices assure the retailer a liberal profit on every sale.

ILLUSTRATED are a few of the clocks the Lux line. Write for complete catalogues.



No. 704 CHILTON
—Streamlined pedestal alarm clock. Gracefully designed. Base with polished metal strips. In ivory, green, terracotta and black. Retail for only \$1.60.
No. 706—In the new rich mahogany finish retails for \$1.70.



No. 761 VENDOME
An extraordinary new alarm clock in a combination alarm and mantle clock. Fast winding, popular look. In ivory, green, terracotta, and gold. Retail for \$1.75.



MERCHANDISER ASSORTMENT
12 fast-selling clocks of variety, quality and up-to-the-minute styles with counter merchandising display stand. Small investment with quick sales and big profits.

Order today from your wholesaler or write us.
Prices slightly higher on West Coast

LUX

LUX CLOCK MFG. CO., Inc. Waterbury, Conn.

SALES DIVISION
DE LUXE CLOCK & MFG. CO., INC.
107 Broadway New York
13 Market St. San Francisco

Paint Deodorizer

"Plescent"—for the prevention of obnoxious odors and eye-smarting. When added to paint, enamels, varnish, etc., it



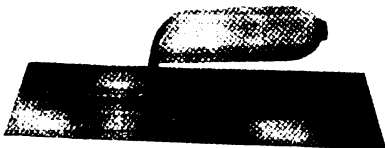
is said to create a pleasant and wholesome fragrance. Packaged in attractive and colorful display carton as illustrated. *Coastwise Laboratories, 152 W. 42nd Street, New York City.*

Milcor Catalog

A new catalog, offering latest information on the well-known line of Milcor heating materials, has been issued. The catalog gives prices and trade data on Milcor "Lock Joint" and "Titelock" furnace pipe and fittings, elbows, angles, and accessories, furnace bonnets, registers and cold air faces, rectangular pipes and fittings for forced air systems, humidifiers, stove pipe, "Airtite" heaters, and bake ovens. A helpful feature of the catalog is a section devoted to diagrams of typical installation problems, illustrating their solutions and the method of computing costs. For a copy of this catalog, No. 35-B, write *Milcor Steel Co., 4100 W. Burnham Street, Milwaukee, Wis.*

"No-Turn" Handle Trowel

Handle of this plastering trowel has a counter sunk locking screw to hold the handle to mounting solidly; handle is also locked tight to mounting by means of a patented trapezoidal-shaped



fin. This fin and shoe is said to keep handle from going up, down or turning. *Goldblatt Tool Co., 1522 Walnut St., Kansas City, Mo.*

Hide Glue In Liquid Form

Now available is a genuine hide glue in liquid form, always ready for immediate use. According to the manufacturer, *The Franklin Glue Co., Colum-*

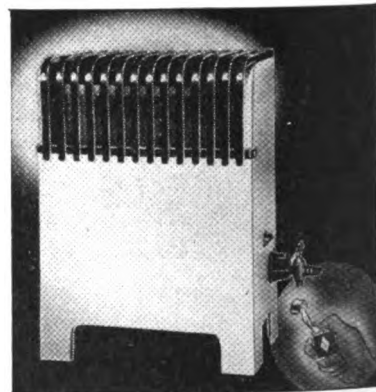
bus, Ohio, this glue offers all of the benefits and none of the disadvantages of hide glue; no heating, no mixing, no preparation of any kind is necessary; no danger of chilled or sunken joints. It is claimed that this glue will not stain the wood nor harm fine-edged tools, and that it makes joints as solid as the wood itself. Franklin Glue is now available in quarter-pints, half-pints, pints, quarts and gallons for home,



school and small shop use; also in 5, 15, 30 and 55-gal. drums for industrial use.

Gas Circulator Heater

"Cir-Ko-Let," has inner combustion chamber to keep outer body cool; burner of short heat type with machine drilled points, said to be non-clog; twin primary air inlet with single point adjustment; "Vac-O-Lighter" to overcome fumbling, safety match or cigar lighter said to light it. Heater is enclosed all around, with flame confined in inner



chamber. Baked white enamel body and black porcelain enamel grille. *The Ohio Foundry & Mfg. Co., Steubenville, Ohio.*

ABC Folders

Altorfer Bros. Co., Peoria, Ill., has available a new farm washer folder, Form A-662A, featuring five new "ABC" farm washers for homes without electricity. This folder stresses the idea of getting a washer now without waiting for highline service and points out that the company's washers are so designed as to permit a change-over to electricity. Other folders are the consumer folder, Form A-661, which lists points to consider when buying a washer or ironer. When opened up this folder is 13 1/4 in. by 18 in. and carries a complete line of 1940 "ABC" washers and ironers, including the three new, giant capacity, round tub washer models, 251-S, 241-S and 231-S.

Safety Window S

This device clamps all and is braced against wall to make a sub-scaffold for "out-the-win-



sturdy angle-iron frame braced and the man that it is capable of with safety, providing a man to work with is adjustable so that and has a 36-in. high side supports. clamps are rubber marring sill or wall fold folds compactly weighs only 22 1/2 lb. converted into a s Chair" and suspended from the roof tackle from the roof 1731 W. North Avenue

Dye For Cement

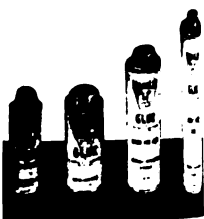
Colors cement or said to penetrate the waterproof surface.

Improved Win

The Winchester h tion 22 rim fire sp 61, has a new action is considerably long style, adapting it shooter's reach. It tail in shape, furn more secure and eas is positively locked position during re taneously the trigger tively separated.



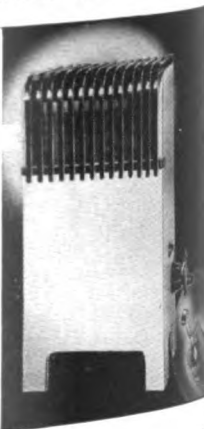
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including the three new, giant cap-
round tub washer models, 2518, 2519
and 231-S.

Safety Window Scaffold

This device clamps onto the inside
sill and is braced against the outside
wall to make a substantial working
scaffold for "out-the-window" jobs. The



sturdy angle-iron frame is rigidly cross-
braced and the manufacturer claims
that it is capable of supporting 500 lb.
with safety, providing ample space for
a man to work with freedom. Scaffold
is adjustable so that it will fit any sill,
and has a 36-in. high back guard rail
and side supports. The brackets and
clamps are rubber padded to prevent
marring sill or wall. The entire scaf-
fold folds compactly for carrying and
weighs only 22½ lb. It can also be
converted into a sling or "Bo'sun's
Chair" and suspended by block and
tackle from the roof. *Green Duck Co.,*
1731 W. North Avenue, Chicago, Ill.

Dye For Cement Floors

Colors cement or concrete floors, also
said to penetrate the pores forming a
waterproof surface. Before applying

Tamms Floor Dye, the concrete surface
should be thoroughly cleaned of grease,
oil and other foreign substances with
Tamms grease remover, which is sup-
plied in powder form and made ready
for application with the addition of
water only. When floor is clean, rinse
with muriatic acid solution—then apply
dye. This new floor dye comes in six
attractive shades and has highly pen-
etrating qualities that fills all open pores.
This new dye is said to dry to a flat
finish, is void of gloss or glare and stays
put almost indefinitely. It is easy to
apply, either with lamb's wool appli-
cator or any large brush. After second
coat has been put on, it is recommended
that Tamms Self-Polishing Wax be used.
The wax comes in same matching colors
as the dye and is also available in clear
solution for use on linoleum and wood
floors. *Tamms Silica Co., 228 N. La
Salle St., Chicago, Ill.*

"Surge" Electric Fencer

Is weatherproof—may be installed in-
doors or out. Has a mercury switch to
guarantee safety. Current is on for
1/10 of a second and off 9/10. Voltage
can be changed at will to meet local
conditions, but the amperage is con-



stant. Designed for use on high lines
only, 110-120-volt 60 cycle, alternating
current. *Babson Bros. Co., 2843 W.
19th St., Chicago, Ill.*

Improved Winchester

The Winchester hammerless slide ac-
tion .22 rim fire sporting rifle, Model
61, has a new action slide handle. This
is considerably longer than the former
style, adapting it for more range of
shooter's reach. It is also semi-beaver-
tail in shape, furnishing a wider and
more secure and easy grip. The hammer
is positively locked back in retracted
position during reloading, and simul-
taneously the trigger and sear are posi-
tively separated. The rifle cannot be

fired until the breech-bolt is completely
closed and locked. Model 61 is made in
two styles. It is standard with round
barrel, chambered to shoot .22 long
rifle, long and short cartridges inter-
changeably. The other style has an
octagon barrel and comes individually
chambered to shoot only .22 short car-
tridges, .22 long rifle or the still more
powerful .22 W.R.F. cartridges. *Win-
chester Repeating Arms Co., Division
of Western Cartridge Co., New Haven,
Conn.*



AUGUST 22, 1940

ALL YOU NEED TO SELL MORE FENCE—



THIS 1940
COMPLETE

CONDENSED CATALOG

Here, in four pages packed with
detailed specifications about farm,
lawn, and garden fence, close
welded fabrics, and gates, usually
through a fifty page catalog, you
found the answer to almost any
question. Find the information in
seconds in *Pittsburgh's* Condensed
log. You not only make sales quick
but assure the lasting satisfaction
only *Pittsburgh's* "Certified E
Fences can give. They are pre
bright zinc coated, by hot-dip
nizing, on genuine copper-bearing
of special analysis for fence pu
They SELL better because they
better and ARE better. The Con
Catalog of *Pittsburgh Fences* is in
in the July 25 Merchandise Dir
issue of *Hardware Age*. A separa
of the Catalog is yours for the

PITTSBURGH STEEL
1621 GRANT BUILDING, PITTSBURGH

Pittsburgh Fences



THE NEW, PORTABLE TEAM RADIATOR

that operates from
any wall plug!

Safe, economical — the last word in modern heaters. Easily carried wherever needed; no adjustments, no servicing, no special wiring necessary. Uses less than one kilowatt per hour. Stamped from cold-rolled steel, electrically welded. Attractively finished in oven baked crystal enamel. Has 18½ square feet of radiation surface. "Chromel A" heating element sealed in brazed copper tube. No open flame or dangerous hot coil. Weighs only 39 pounds; size 23" x 22" x 7½". Approved by Underwriters Laboratories and fully guaranteed. A fast selling, moderately priced item—nationally advertised. Here is an item you'll want to stock. A nice margin of profit, a ready demand and no servicing problems. Complete information furnished on request.

Write Dept. 12

ELECTRESTEEM
ELECTRIC STEAM
RADIATOR CORPORATION
38 Twelfth Street, Detroit, Michigan

Belt-Driven Cooler Fan

A new 42-in., two-speed, belt-driven cooler fan has been announced by the Emerson Mfg. Co., St. Louis, Mo. Especially suited for attic installation, it is said to cool the entire home at low cost and also effectively ventilate large business and industrial areas. This fan exhausts 8250 CFM on low speed and 11,700 CFM on top speed. Specially balanced blades, and resilient (rubber) mounting account for quiet, vibration-free operation. Shaft operates on grease-packed, thrust-type, ball bearings and entire assembly in resilient (rubber) hub-mounted, similar to motor mounting. Specially engineered Capacitor Motor with inbuilt, automatic motor protector is located and mounted to simplify servicing. Has ball-bearing fan shaft to permit continuous operation without undue wear and gives 6000 hr. service before relubrication is necessary. Fan housing has mounting



holes drilled in the face to facilitate mounting at wall openings. This fan is also recommended for efficient exhaust fan duty in commercial and industrial installations. May be purchased as a separate unit or may be purchased complete with automatic ceiling shutter and all-metal plenum chamber conveniently packaged and ready for erection in home attics.

Receipt-Issuing Cash Register

Incorporating new economy with simple, easy operation, is this cash register. Triple protection is obtained by simul-

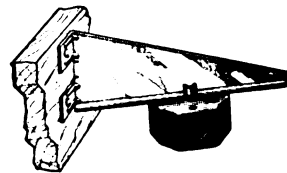


taneously providing a complete, printed receipt, a visible record on the autographic detail tape, and large commercial indication which can be read from wide angles. Inexpensive, extra large receipt paper rolls, which can be installed in a matter of seconds, produce more than 3000 receipts per roll. Built in a variety of ring-up capacities and a choice of colors, the registers are

equipped with large cash drawers, which have unique coin and bill compartment arrangements. For "pay-cashier" systems, they are available without the cash drawer. If desired, the registers may also be equipped with special designating keys to identify clerks, departments, or commodities. Burroughs Adding Machine Co., Detroit, Mich.

Universal Outlet Box Hanger

The F. D. Kees Mfg. Co., Beatrice, Neb., recently has placed on the market a new ceiling box hanger that has



universal application. It is a pressed steel bracket, 10 in. long, and the lower edge is a ¾-in. tube on which a fixture stud slides. The bracket can be quickly attached to the side of joists or rafters with three nails or screws and the stud can be positioned exactly where it is wanted. It can be used for all types of ceiling outlet boxes and is adaptable for both new or old work. For old work, a hole is cut in the ceiling for the box and the bracket fastened to the side of the joist from above. The box hanger can be used with any kind of wiring, conduit, steel tube, flex steel, loom wire, or knob and tube. Said not to interfere with knockouts in the bottom of the box, and is short, light, clean and easy to handle anywhere. It is very moderately priced.

Ice Cube Chopper

Strong in construction with bronze springs and brass bushings, all rust-proof. Square handles are lacquered in gay kitchen colors, red, green, and blue. Five sharp points are arranged in the pick head so that all touch the ice cube at the same time. Steel hammer and bronze spring in handle have "spring and hammer" action that is said to require little pressure and will not break even thin glasses. Style illustrated retails for 25 cents. Other styles retail for 50 cents and \$1.00. Apex Products Corp., 142 W. 24th St., New York City.



HARDWARE AGE

Digitized by Google

"Tu-Tone" Rubber

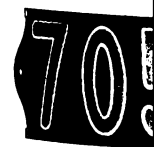
Introduction of a new protective floor covering the "Tu-Tone" rubber



announced by The Goodyear Rubber Co., Akron, Ohio. It is applied to practically any floor. It is made in 12 and 30 ft. long and 4 in. thick. It is made to match to fit any design. It is adequately heavy to prevent "creeping" or "crawling." It is given the rug design, the ribs being applied across panels 9 in. apart. The ribs are said to provide a space for catching dirt and are cut deep enough to make clean rugs are available in green.

Reflector House

The FT-1 reflector is attached to a building, etc. Consists



signed frame to hold metals. Black enamel heavy aluminum frame accommodate up to five flanges on both sides with holes for attaching unit retails for \$1—frame and 15 cents Western Cataphote Co.

"Nu-Via" Glass

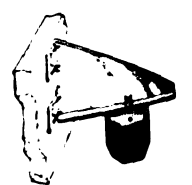
Said to keep heat better than glass. Made of heavy translucent acetate reinforced with cord. "Nu-Via" is said to be weather and to



AUGUST 22, 1934

...with large cash drawers have unique coin and bill arrangement systems. For the latter, they are mounted on the cash drawer. If the registers may also be equipped with special designating keys to indicate departments, or necessary for adding work.

Universal Outlet Box Hanger
The F. D. Kees Mfg. Co. has recently placed on the market a new ceiling box hanger.



...universal application. It is a simple bracket, 10 in. long and 2 in. wide, with a 1/2 in. tube on which the outlet box is mounted. The bracket can be attached to the side of a wall with three nails or screws and can be positioned exactly where wanted. It can be used for mounting outlet boxes and switches on both new or old work. For work, a hole is cut in the side of the box and the bracket is inserted into the hole of the joist from above. The hanger can be used with wire, conduit, steel tube, brass wire, or knob and tube. It will not interfere with knockouts in the side of the box, and is so simple and easy to handle, it is very moderately priced.

Cube Chopper

Strong in construction with springs and brass bushings. The roof. Square handles are made of kitchen colors, red, green and blue. Sharp points are arranged so that all teeth are in use at the same time. Steel handle and hammer spring in handle. The hammer is active that is sure to give little pressure and will not even thin glasses. Other sizes available for 25 cents. (Other sizes for 50 cents and \$1.00.) The company, 142 W. 24th St., New York City.



"Tu-Tone" Rubber Rug

Introduction of a new, heavy duty, protective floor covering, identified as the "Tu-Tone" rubber rug is announced by The Goodyear Tire & Rubber Co., Akron, Ohio. The rug may be applied to practically any size or shape of floor. It is made in rolls 54 in. wide and 30 ft. long and can be cut and matched to fit any desired area. Overall thickness of the rug is 5/16 in. and it is adequately heavy to eliminate "creeping" or "crawling." "Tu-Tone" effect is given the rugs by the ribbed design, the ribs being arranged diagonally across panels 9 in. by 12 in. The ribs are said to provide non-skid footing and are cut deep enough to provide space for catching dirt, and wide enough to make cleaning easy. The rugs are available in black, red, or green.



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Reflector House Number

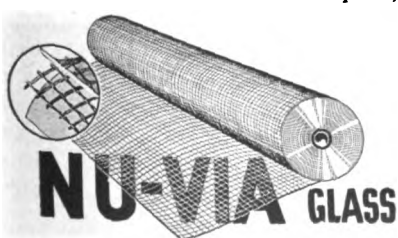
The FT-1 reflector assembly may be attached to a building, post, tree, stair-riser, etc. Consists of specially designed frame to hold the reflecting numerals. Black enameled frame is of heavy aluminum formed into channel to accommodate up to five or more numerals. Flanges on both ends are pierced with holes for attaching frame. This unit retails for \$1-40 cents for the frame and 15 cents for each numeral. Western Cataphote Corp., Toledo, Ohio.



signed frame to hold the reflecting numerals. Black enameled frame is of heavy aluminum formed into channel to accommodate up to five or more numerals. Flanges on both ends are pierced with holes for attaching frame. This unit retails for \$1-40 cents for the frame and 15 cents for each numeral. Western Cataphote Corp., Toledo, Ohio.

"Nu-Via" Glass

Said to keep heat in and cold out better than glass. Made of two thicknesses of heavy transparent cellulose acetate reinforced with strong netting cord. "Nu-Via" is said to be unaffected by weather and to be vermin-proof.



break-proof, and chip-proof. Installed by cutting with shears and nailing in place. Sol-O-Lite Mfg. Co., 1451 N. Cicero Ave., Chicago, Ill.

Devoe Barn Paint

Devoe standard barn paint is formulated especially for economical protection for barns, to improve appearance



and prevent deterioration. Has covering capacity of about 450 sq. ft., one coat; 250 sq. ft., two coats, depending on the porosity of the surface. Available in one brilliant red. Retails in most sections at \$1.07 per gal. in 5-gal. steel drums; 10 to 15 cents higher in localities further removed from Devoe factories. Devoe & Reynolds Co., Inc., 1 W. 47th Street, New York City.

Industrial Luminators

Four "Red Boy" lights and adaptors complete and 10 assorted "Lucite" tips in four different shapes are included in deal No. RB22. Dealer's cost is \$5 and



dealer-profit, \$4.60. Counter display is 14 by 10 in. Suggested retail selling price of one light and one tip is \$1.50; extra tip, 60 cents each. The Hichell Co., 150 Causeway Street, Boston, Mass.

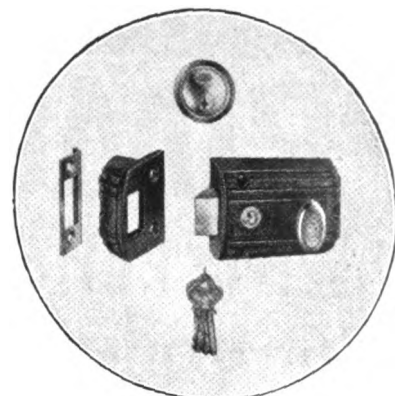
Congoleum-Nairn Patterns

A new 1940 Fall Pattern Book supplement has been issued by Congoleum-Nairn, Inc., Kearny, N. J. The new book is a 32-page full-color supplement to the general catalog released last January. Illustrations show all the new patterns and products to be presented for the first time at Congoleum-Nairn showrooms in New York, Chicago and San Francisco during the July market

weeks. New products illustrated for the first time include the new 4 1/2 by 4 1/2 in. "Crescent Seal" stove rugs, new 1-in. "Treadlite" De Luxe feature strips, and the new "Nairn" Tub Moulding with instructions for their installation. New patterns are shown in "Gold Seal" congoeum rugs and by-the-yard, "Crescent Seal" rugs, "Crescent Seal" hall runners and "Nairn Treadlite" linoleum deluxe and service, "Nairn Sealex" linoleum, and "Nairn Veltones."

Automatic Dead Latch

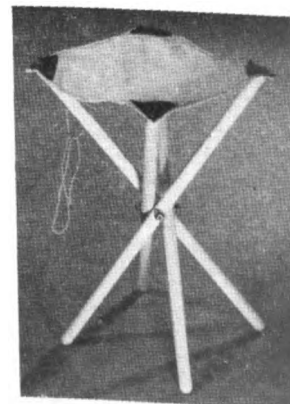
The Independent Lock Co., Fitchburg, Mass., announces a new automatic dead latch. The maker states that this newest



development in the "Ilco" line of night latches and dead latches offers maximum protection to householders, storekeepers, and all other users. Due to a new design, the bolt is automatically dead locked against jimmying from the outside when the door is closed. No manual operation of the mechanism is necessary. This latch functions by key from the outside and knob from the inside. When the door is closed, the bolt is automatically projected an extra 1/2 in. and cannot be forced back by end pressure. The slide stop can be used to deadlock the bolt against the outside key, or to hold the bolt retracted.

New Type Folding Chair

Made in three- or four-fold 1 1/4 in. triangle for former, 1 1/4 in. square for latter. Height, 24 in. Heavy duck seat is 15 in. triangular, 12 in. square. Corners are leather reinforced. Natural birch wood legs, unvarnished. Fel-Lar Novelty Co., 9 W. Third St., New York City.





fellows like me
 prove there's money to
 be made—by you—with

PRIME Electric Fence Controllers

an average farmer. Like everybody
 I, I want to make more money and
 more money. I know I can do it —
 successfully — holding animals
 with a PRIME Electric Fence Controller
 I've seen PRIME advertising. I know
 good-looking PRIME is the best. I
 know lots of farmers who are satisfied
 PRIME users—no service troubles— no
 satisfaction . . . I know PRIME High-
 Electric Controllers have the Seal of Ap-
 proval of Underwriters' Laboratories,
 giving me positive assurance of safety . . .
 I know PRIME has a complete range
 of prices — both high-line and battery
 models. And I've got a lot of fencing
 to do this Fall . . . What are you going
 to do about it, Mr. Dealer?"

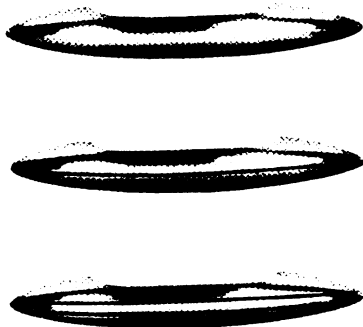
★ ★ ★
 I'd suggest that you act now to get
 some of the business being enjoyed by
 successful PRIME dealers everywhere.
 Ask your hardware or electrical
 jobber or write direct.

The Prime Mfg. Co.
 59 South First Street • Milwaukee, Wis.



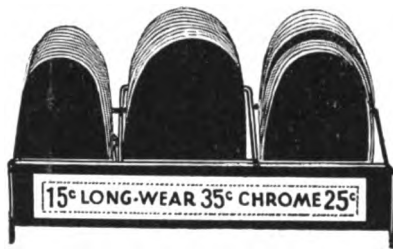
Drawer Pulls

Available in steel or supplied to order
 in brass with standard finishes of bright
 or dull nickel or chrome, or brushed




cadmium. Other finishes supplied to
 order. Bottom two pulls are supplied
 with embossed lines, painted various
 colors to order. Screw holds 2 3/4 in.
 centers, tapped, 8-32 thread. *National
 Lock Co., Rockford, Ill.*

Half Soles and Display



These "Long-Wear" waterproof
 chrome and vegetable tanned leather
 half soles are packed in an attractive
 blue wire counter display stand. This
 tannage of leather is said to wear long-
 er than oak sole leather, and to with-
 stand conditions such as rough, rocky
 soil, cinders, slag, hot cement floors,
 oil and water. A total of three dozen
 pairs are packed in a display, consist-
 ing of one dozen pairs each of 15c.,
 25c. and 35c. grades of Chrome Retan
 leather half soles. Refills are available.
*Wilder & Company, 1038 Crosby St.,
 Chicago, Ill.*

"Home Run Derby Charts"




LOUISVILLE SLUGGER

HOME-RUN DERBY

LOUISVILLE

LOUISVILLE SLUGGER

HOME-RUN DERBY



FAMOUS SLUGGERS (JUNE)	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
Gimmie Fox	12	13	13	13																											
Johnny Mize	12	14	14	14																											
Hal Trosky	11	12	13	13																											

USERS OF LOUISVILLE SLUGGER BATS ARE MEMBERS OF BASEBALL'S HALL OF FAME

New in the way of baseball bat pro-
 motion is the "Louisville Slugger Home
 Run Derby Chart." These charts are
 offered free to "Louisville Slugger"
 dealers. One will be sent each month
 to each dealer who signifies his wish
 to cooperate in the use of the charts.
 Space is allotted for writing in the
 name of the month and the names of
 the four leading home run hitters.
 These charts measure 50 in. wide by 20

Hand Vacuum Cleaner

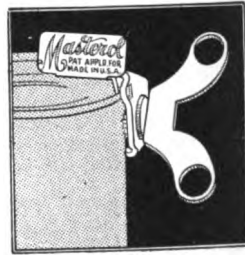
For a limited time to Aug. 1 this
 model will retail for \$9.95. Dealer's
 cost, one to six, \$6.62 each; 6 or more,
 \$6.47 each. This model 125B has a
 bristle bar nozzle attachment to whisk
 up surface clinging debris along with
 the embedded dust. Model is designed
 with long-necked nozzle and compact
 motor to get into hard-to-get places;



rigidly supported bag said not to drag
 or interfere with cleaning operations.
 Equipped with 20 ft. of connecting cord.
*Landers, Frary & Clark, New Britain,
 Conn.*

"Masterol" Can Opener

Said to cut out the top of the can
 completely, leaving no ragged edges in-
 side. For either square and round cans.
 Made of cold rolled and tempered



tool steels. Mounted on individual dis-
 play card with illustrated instruction.
 Packed 12 to display box. Suggested
 retail selling price, 10 cents. *Roberts
 Novelty Corp., York, Pa.*

WESTCLOX



Promotion Ma "Westclox We

This window dis-
 the features of "We
 7-14 and is given fr
 sion of General Tim
 La Salle, Ill., to d
 a dozen or more V
 any way the dealer
 also given an oppo
 the \$500 cash prize
 which 45 cash prize
 all. The display is l
 colors: red, blue
 piece, 25 1/2 by 33 1/2
 spring clocks, elec
 watches and wrist
 cards, 13 by 11 in
 other clocks. Flash
 Wholesalers will
 watches to dealer a
 rial will be sent fr
 "Westclox Week"
 national advertising
 zines and the rotogr
 metropolitan newsp

Basket Burner

This "Flex-Top"
 and burning paper
 litter, has a perman
 which opens and
 easily and which i
 basket easier to ca
 nest and store. Th
 addition to the "Rec
 the Cyclone Fence



HARDWARE AGE

AUGUST 22, 1

Hand Vacuum Cleaner

For a limited time to Aug. 1, this model will retail for \$9.95. The cost, one to six, \$6.62 each. The \$6.47 each. This model 153 has a bristle bar nozzle attachment for up surface clinging debris and the embedded dust. Model is easy with long-necked nozzle and motor to get into hard-to-reach places.



rigidly supported bag said not to interfere with cleaning operation. Equipped with 20 ft. of commercial Lander, Fray & Clark No. 130 Conn.

"Masterol" Can Opener

Said to cut out the top of a can completely, leaving no ragged edge. For either square and round. Made of cold rolled and tempered



tool steels. Mounted on individual play card with illustrated instructions. Packed 12 to display box. Retail selling price, 10 cents. Novelty Corp., York, Pa.



in. deep, and are ideal for setting the back of windows or on the wall where shelter is provided. A listing of the home runs made by players listed keeps up interest. Provides a tie-up with the sale of Louisville Slugger Bats" bearing the graphs of the famous sluggers' names out in front. Hillerich & Company, Louisville, Ky.

HARDWARE



Promotion Material For "Westclox Week"

This window display will be one of the features of "Westclox Week," Sept. 7-14 and is given free by Westclox Division of General Time Instruments Corp., La Salle, Ill., to dealers who purchase a dozen or more Westclox, assorted or any way the dealer wishes. Dealers are also given an opportunity to share in the \$500 cash prize window contest for which 45 cash prizes will be awarded in all. The display is lithographed in three colors: red, blue and gray. Center piece, 25 1/2 by 33 1/2 in., accommodates spring clocks, electric clocks, pocket watches and wrist watches. The side cards, 13 by 11 in., accommodate two other clocks. Flasher unit can be used. Wholesalers will ship clocks and watches to dealer and the display material will be sent from factory prepaid. "Westclox Week" will be supported by national advertising in consumer magazines and the rotogravure sections of 26 metropolitan newspapers.

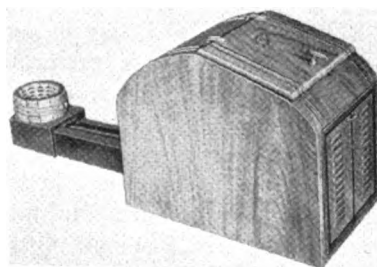
Basket Burner

This "Flex-Top" basket for collecting and burning paper, trash, leaves, and litter, has a permanently attached cover which opens and closes quickly and easily and which is said to make the basket easier to carry, to use, and to nest and store. This basket is a new addition to the "Red Tag" line made by the Cyclone Fence Co., Waukegan, Ill.



Automatic Feed Coal Stoker

This automatic feed coal stoker operates equally well in furnaces and steam or hot water boilers. A rugged

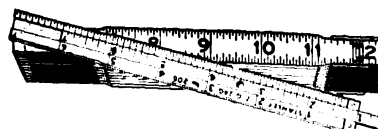


crusher block breaks all large lumps of coal and an emergency clean-out

permits easy removal of any obstruction. Maker states high combustion efficiency is assured by accurate positive controls and combustion is never forced to extreme operating temperatures. Other features include automatic air pressure damper control (tamperproof), cast iron vertical Tuyere Retort, cast iron hopper base, and precision direct drive feed. This stoker is available in six standard sizes, with minimum coal feed per hour from 10 to 48; maximum from 25 to 150; hopper capacities from 325 lb. to 1000 lb. Round Oak Co., Dowagiac, Mich.

Stanley Extension Rule

This rule, No. 206, has a 7-in. brass slide, graduated in inches by 16ths, to make it practical for inside and outside measurements. This first leg is extra thick and is finished white, other legs are yellow. Baked on enamel and coatings of clear lacquer, provide



crack-proof, water resistant finish. The rule is graduated for 6 ft. with large Gothic figures and clean cut graduations in inches and 16ths on both edges. Concealed joints, strike plates and tips are brass plated. Retail price 75 cents each. Stanley Tools, New Britain, Conn.

TAKE A LOOK! HERE ARE THE RIGHT ANSWERS TO THE QUESTIONS ON PAGE 57

1. Pyrex brand Ovenware, the original glass baking ware, manufactured by Corning Glass Works, Corning, N. Y.
2. This Fall, dealers' sales everywhere will be boosted by the new Pyrex Table-Saver promotion.
3. Because each gleaming Pyrex dish can be used for baking, then for serving, then for storing.
4. Pyrex Flameware is the amazing new top-of-stove ware made by Corning.
5. (1) TRUE. (2) TRUE. (3) THAT'S TRUE TOO!
6. It means that 45 million sales messages in 40 days in national magazines will tell about the new Table-Saver Offer.
7. Because readers of FAWCETT FICTION UNIT are young women (average age 26.4 years) — mostly housewives or about to be (68.5% married) — a young, modern market — women who are keenly alert to better ways of performing their household tasks and who in many cases are establishing and equipping their homes.



Be a better cook
PYREX
OVENWARE
FLAMEWARE

AUGUST 22, 1940

After Hours!

IT'S just before closing time in the store of the Stevenson Hardware Co. The last customer has departed and the four clerks, Richard Walsh, Harry Jackson, Pete Smith and John Stinson, a newcomer, are awaiting the word from Mr. Stevenson to call it a day. Walsh, the senior clerk, is behind the counter thumbing over a copy of the July 25, 1940, issue of **HARDWARE AGE**—the Merchandise Directory Number.

WALSH: Well here it is again—"The Who Makes It Number?"—just as good as it ever is and an ever present aid to every hardware dealer in the country. Remember a year ago when I lectured you fellows on this issue? As I recall it, I called myself "Old Man Experience" at that time and said that I wasn't guessing, but I knew what I was talking about. Don't forget that one point. *I still know what I'm talking about!* And just so that the rest of you won't forget what I said then, and for the benefit of Johnny Stinson, I'll repeat those words. You do your best selling on the things you know the most about. A firm has to stock its store with the things that the customers want to buy if it wants to make money. And you have to know what to buy if you are going to have the right stock. Every customer in this town and every person who walks past our store expects us to know enough about every item in our stock to help them make a proper selection. But that's one thing *you* don't have to worry about now. This issue of **HARDWARE AGE** has all the answers inside its covers and it's right here waiting to be used.

STINSON: What do you mean by that, Mr. Walsh?

WALSH: Fred Kelly, who used to be here and who moved west, asked me that very question a year ago. Here's the answer. This book is the fastest known means of identifying the brands of every manufacturer in the hardware industry

as well as those in allied lines. The merchandise directory section contains a compilation of hardware and allied merchandise with all types of products listed alphabetically and with the names of the makers of that product. We're not the only ones in the hardware business who use this book. Many a time, I've been at a wholesaler's and seen buyers—fellows who just buy hardware—using this book. And they tell me it's not just a one-day proposition with them. They use it and refer to it day in and day out. This section is invaluable for it tells them who makes an item. And what's more, the advertising pages very often give a description of that very item in detail. Speaking of advertisements, I notice that this 1940 issue of the Merchandise Directory Number is using a new style of arrangement and that advertisements are alternated with reading matter throughout a greater part of the book. So, I'll say the same thing I said in 1939—if you want to be better hardware men and have better jobs, just study this book and keep on studying it.

STINSON: Have you ever been able to say that you have made a sale with the direct aid of this book?

WALSH: More times than I can remember. You fellows who listened to me last year remember my telling about the time that Pete Smith had a woman customer drop in and inquire about an oil-burning heater. She said she had seen the article she wanted but all she could remember about it was the brand name. Pete couldn't identify that heater by the brand name himself. As you remember, I had just been checking up on heaters in the Merchandise Directory Number and I remembered that brand name and the name of the firm that made the heater. It didn't take long for me to show her that firm's ad in the big book and she identified the heater in about three seconds. And the important thing about the entire

thing was that we ordered it for her . . . and she paid cash.

I've used that Products Index section many times. That's the section up in front that's printed on green paper. Many a time I've turned to that to see who made a certain line of merchandise and when I referred to the firm's advertisement I discovered that I'd found, to all intents and purposes, a condensed catalog full of information of all kinds. It's helped me in placing an order time after time. And don't forget that you'll find the jobbers' brands in this book. In short, you've all the knowledge in the hardware business right here between these covers. You'll learn something from every page. And you'll be helping both yourselves and the firm as well.

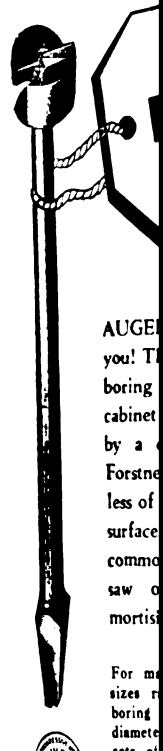
JACKSON: Well, I've studied every one of those big issues as long as I've been in the hardware business. And I agree with every word that Dick has said. Consult that book and you can't miss.

WALSH: And there's one thing more about this book that's worth while. It contains a lot of help for you in the editorial section. You'll find a good many things like glossaries of arms and ammunition terms and builders' hardware terms, a harmony chart that will help you with your paint sales and a good many tables that will help you every day in the week. Read it, boys, read it!

(Mr. Stevenson enters from his office.)

STEVENSON: I've been sitting quietly in there listening to Dick talk about the Merchandise Directory Number of **HARDWARE AGE**. He's covered the ground pretty well and I'll back up everything he's said. I've been in this business a long time and I've never found one single thing that has been more helpful to me in conducting my business. I'll just say what Dick has said. Use it, boys, it's dependable! And now it's about time we called it a day.

—G.M.S.



AUGER
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boring
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Forstne
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surface
commo
saw o
mortis

For m
sizes r
boring
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sets of



The PROGRESSIVE
BORING TOOL CO.

Just
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Business
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came in, in
amount for

Just another
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results to adve

HARDWARE

100 East 42

AUGUST 22,

HARDWARE AGE

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thing was that we ordered
er . . . and she paid cash.
I've used that Product in
section many times. The
section up in front that's
in green paper. Many a time
turned to that to see who was
ertain line of merchandise.
hen I referred to the firm's
vertisement I discovered that
ound, to all intents and pur-
condensed catalog full of
ation of all kinds. It's helped
placing an order time
me. And don't forget that
and the jobbers' brands in
book. In short, you've all
knowledge in the hardware
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Mr. Stevenson enters (par-
ce.)

STEVENSON: I've been
ctly in there listening to
about the Merchandise
y. Number of HARDWARE
s covered the ground
d and I'll back up every-
s said. I've been in this
s a long time and I've
nd one single thing that
n more helpful to me in
ting my business. I'll just
at Dick has said. Use it
dependable! And now it's
ut time we called it a day.
—G.W.S.

Labelled for
**PROFITABLE
SELLING**

FORSTNER

AUGER BITS will sell and make money for you! There's a place for this handy, all-purpose boring tool in the shop of every woodworker, cabinet maker and home craftsman. Guided by a circular rim instead of a center, the Forstner Bit operates in any direction regardless of grain or knots, leaving a clean, polished surface. Will perform many operations commonly done with chisel, gouge, scroll saw or lathe tool. Ideal for scalloping, mortising, pattern and scroll work.

For machine boring, Forstner Bits are made in 33 sizes ranging from 1/4" to 3" diameter. For hand boring there are 21 sizes ranging from 1/4" to 1 1/2" diameter. These bits may be purchased singly or in sets of 9, 11 and 17 bits each. Write for catalog.

QUALITY PROMCO BRAND

The **PROGRESSIVE MFG CO.**
TORRINGTON, CONNECTICUT

Just One Insertion Sold This Hardware Store

A well established hardware dealer wanted to sell his business. He ordered a fifty-word advertisement inserted in four issues of the classified section, under

Business Opportunities In Hardware Age

After one insertion he wrote us:

"The ad appearing in your Hardware Age brought so many results, that the store is sold, and it is not necessary to issue any more. The inquiries came in, in more than a sufficient amount for me to decide my moves."

Just another example of how the classified section of **HARDWARE AGE** brings quick, tangible results to advertisers.

HARDWARE AGE

Classified Opportunities Dept.
100 East 42nd St., New York City

WHALE CLOTHES LINE SELLS



because it is clean and white—because it is solid braided cotton yarn—twice as strong as ordinary "roving" line.

To keep it clean we have put each hank in a transparent wrapper and to give display value we have printed this wrapper in four strong colors—and then, a dozen hanks in a convenient counter display carton.

To add the final boost to quick sales we have put the price down low—

Write for sample and full information

SAMSON CORDAGE WORKS
BOSTON, MASSACHUSETTS



Make Your Wick Department Yield BIG DIVIDEND

START the season right — give your wick customer **FLAMEMASTER**, the sales leader in the asbestos field. **FLAMEMASTER** attracts trade and builds volume by amazing performance. **FLAMEMASTER** Special Selling features:

- 1—Ventilated Genuine Rock Weave
- 2—Better Combustion
- 3—Shortens Lighting Time
- 4—Reduces Carbon Interference
- 5—More Heat w Cleaner Flame
- 6—Saves Oil

THE ONLY WICK WITH THE FREE DISPENSER

Elevates the standard of roll wick merchandising. Increases your sales and profits. Ends the old method of stocking. Reduces cutting waste to a minimum.

SPECIAL DEAL — 400 ft. of Flamemaster (every foot marked for size, eliminates errors) in 4 sizes as illustrated. Three-color Dispenser with complete Stove Data on front for serving customers with speed and accuracy. **MERCHANTS FREE.** Also valuable **FREE Dealer Selling Aids.** F.O.B. Jobber's warehouse, Dealer's **\$8.75 Net**

Flamemaster is also supplied in Boxed Sets—Complete Coverage Distributed through Hardware Jobbers Exclusively

Write us if your jobber can't supply you

TRIPLEWEAR, PATERSON, N. J.



FLAMEMASTER

Reg. U. S. Pat. Off.

**ASBESTOS
WICK**
The "Quality"

AUGUST 22, 1940

HARDWARE AGE

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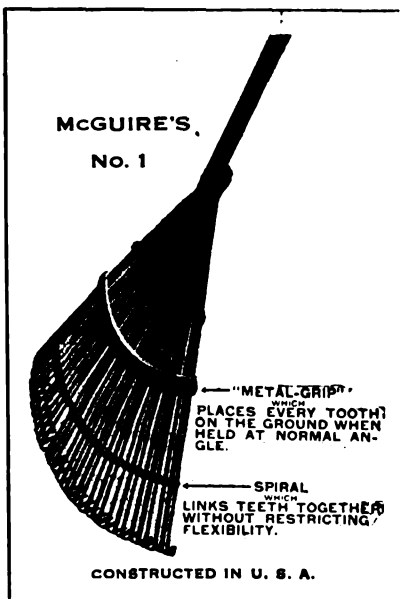
Arched "METAL-GRIP" Has All The Teeth On The Ground

McGuire's Bamboo Lawn Rake the "METAL-GRIP" is the best. When this rake is held at a normal angle all the teeth are on the ground. Each tooth does its share of the work—the rake derives the use of the full width of the head without exerting extra pressure. The SPIRAL, an exclusive feature, links all the teeth together, but permits free FLEXIBILITY of movement with the possibility of use.

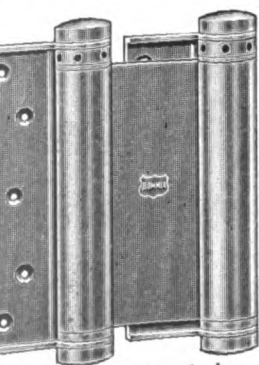
McGuire's
No. 1 Bamboo
Lawn Rake

The extra strong to give long satisfactory service. The firmly constructed wooden handle is practically split proof. It is beautifully finished. Three sizes: 18", 24" and 30". Constructed in America by American labor. Also a popular line of ordinary bamboo lawn rakes to retail at competitive prices. Ask your jobber. If he is not satisfied, write to us.

THE GEO. W. McGUIRE COMPANY
Whitestone, Long Island, N. Y.



BOMMER SPRING HINGES ARE THE BEST



The most useful and satisfactory spring hinges for general use. The location of the two springs of each hinge on opposite sides of the door reduces oscillation when closing.

They permit the door to be opened all the way back to the wall if suitably hung.

Supplied with Button Tips when specified.

Bommer Spring Hinge Co. — Brooklyn, N. Y.
Chicago Sales Office: No. 180 N. Wacker Drive

Edlund KITCHEN TOOLS



EGG BEATERS

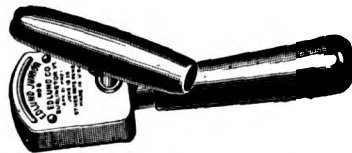
Easy-to-clean design, rugged construction, fast and efficient.

FIVE STYLES—ALL FULL SIZE

to fit every need and price, 25¢ to \$1.00.

No. 5 retails at 25¢. Other models with stainless steel blades: No. 3, 50¢; No. 2, extra strength, refined "rinse-clean" blades, 75¢; No. 1 with colored plastic handle, "rinse-clean" blades, \$1; No. 0, extra size, heavy duty \$1 retail.

EDLUND JUNIOR CAN OPENER



No. 5—retails 50¢.

Leading the Edlund household line with nearly 2,000,000 users—tops in performance and sales. Also wall and table attached models, regular and heavy duty types for households, hotels, restaurants and commercial users. \$2.50 to \$11 retail.

At Jobbers Everywhere — Order Today.

EDLUND CO., BURLINGTON, VERMONT

Follow the LEADER In "Want Ad" Advertising—

In every trade there is always a *leader*. In the Hardware Trade it is Hardware Age. Classified as well as National advertisers have found it out.

Year after year **HARDWARE AGE** has led its field in the volume of *classified* as well as *display* advertising. Its classified columns bring together buyer and seller, employer and employee.

Those who contact the hardware trade know from experience that **HARDWARE AGE** is the logical medium to use to secure **RESULTS** from their classified advertising.

HARDWARE AGE

Classified Opportunities Dept.

100 East 42nd St., New York City

Coming C
and B
Corrected
according to

American Hard
ers Association, 81s
vention and the 46th
of the National W
Association, Oct. 14
Marlborough-Blenheim
City, N. J. Charles
Madison Ave., New
retary of the manufa
and George A. Fern
Philadelphia, Pa., is
wholesale association.

Hardware Golf
tural tournament, Sep
the Elms Hotel, Exce
R. A. Sundvahl, Cor
and Corbin Cabinet
Randolph St., Chicag
tury-treasurer.

Montana Impleme
Association convention
at Rainbow Hotel, G
M. P. Trenne, P. O. B
Mont., is secretary.

National Contract
society, convention a
Oct. 26, 1940, at the Pa
ago, Ill. J. Harold
cutive secretary with
Fulton Bldg., Pittsburg

National Washer
Oct. 19-26, 1940, spe
American Washer an
Association, Chicago,

National Wholesale
society, 46th annual
the 81st semi-annual co
American Hardware Ma
society, Oct. 14-17, 19
Marlborough-Blenheim Hotel
N. J. George A. Fernley
Philadelphia, Pa., is s
wholesale association a
Edwell, 342 Madison
City, is secretary of the
association.

New York State Re
Association, annual co
1941, at Seneca H
N. Y. Exhibit at Conve
H. Kiley, 508 Hills Bldg
society secretary.

North Dakota Reta
Association, annual conv
Oct. 1941, in Fargo, N.

AUGUST 22, 1940

HARDWARE AGE

Lund

KITCHEN TOOLS

EGG BEATERS

easy-to-clean design, rugged construction, fast and efficient

FIVE STYLES—ALL FULL SIZE

to fit every need and price \$5.00

No. 5 retails at 25c. Other models

stainless steel blades: No. 1

No. 2, extra strength, refined

"clean" blades, 75c; No. 1 with

plastic handle, "rinse-clear" style

No. 0, extra size, heavy duty

retail.



household line with nearly 100
performance and sales. Also available in
regular and heavy duty types for
restaurants and commercial users.

Everywhere — Order Today.

BURLINGTON, VERMONT

the LEADER

Ad" Advertising—

there is always a leader.

Trade it is Hardware Age

well as National advertisers

ut.

HARDWARE AGE has led

volume of classified as well

vertising. Its classified con

either buyer and seller, em

ployee.

contact the hardware trade

perience that HARDWARE

cal medium to use to secure

their classified advertising

DWARE AGE

and Opportunity Dept.

and St., New York City

HARDWARE

Coming Conventions and Events

Corrected each issue
according to latest data

American Hardware Manufacturers Association, 81st semi-annual convention and the 46th annual convention of the National Wholesale Hardware Association, Oct. 14-17, 1940, at the Marlborough-Blenheim Hotel, Atlantic City, N. J. Charles F. Rockwell, 342 Madison Ave., New York City, is secretary of the manufacturers association and George A. Fernley, 505 Arch St., Philadelphia, Pa., is secretary of the wholesale association.

Hardware Golf Association, annual tournament, Sept. 19-21, 1940, at the Elms Hotel, Excelsior Springs, Mo. R. A. Sundvahl, Corbin Screw Corp., and Corbin Cabinet Lock Co., 321 W. Randolph St., Chicago, Ill., is secretary-treasurer.

Montana Implement & Hardware Association convention, Oct. 25-26, 1940, at Rainbow Hotel, Great Falls, Mont. M. P. Trenne, P. O. Box 1005, Helena, Mont., is secretary.

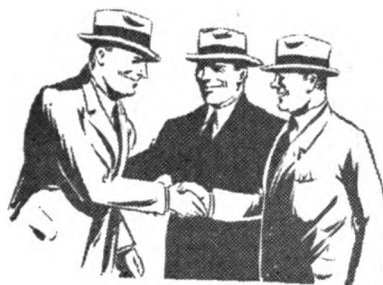
National Contract Hardware Association, convention and exhibit, Sept. 24-26, 1940, at the Palmer House, Chicago, Ill. J. Harold Dumbell is executive secretary with headquarters at Fulton Bldg., Pittsburgh, Pa.

National Washer-Ironer Week, Oct. 19-26, 1940, sponsored by the American Washer and Ironer Mfrs. Association, Chicago, Ill.

National Wholesale Hardware Association, 46th annual convention and the 81st semi-annual convention of the American Hardware Manufacturers Association, Oct. 14-17, 1940, at the Marlborough-Blenheim Hotel, Atlantic City, N. J. George A. Fernley, 505 Arch St., Philadelphia, Pa., is secretary of the wholesale association and Charles F. Rockwell, 342 Madison Ave., New York City, is secretary of the manufacturers' association.

New York State Retail Hardware Association, annual convention, Feb. 11-14, 1941, at Seneca Hotel, Rochester, N. Y. Exhibit at Convention Hall. N. H. Kiley, 508 Hills Bldg., Syracuse, association secretary.

North Dakota Retail Hardware Association, annual convention, March 4-6, 1941, in Fargo, N. D. Louise J.



Thompson, 21 Clifford Bldg., Grand Forks, is association secretary.

Southern California Retail Hardware Association Conference, Nov. 13, 1941, Santa Monica Deauville Club, Santa Monica, Cal. J. V. Guilfoyle, 626 Rives Strong Bldg., Los Angeles, Cal., secretary-treasurer, is sponsoring the conference which will be devoted to retail problems.

Triple Mill Supply Convention, May 5-7, 1941, at the Palmer House, Chicago, Ill., comprising the Southern Supply & Machinery Distributors' Assn., secretary, Alvin M. Smith, Smith-Courtney Co., Richmond, Va.; National Supply & Machinery Distributors' Assn., secretary, H. R. Rinehart, 505 Arch St., Philadelphia, Pa., and the American Supply & Machinery Manufacturers' Assn., secretary, R. Kennedy Hanson, 1108 Clark Bldg., Pittsburgh, Pa. The convention may possibly be carried over an extra day.

Ideologies

HERE are a few examples of political and economic set-ups expressed, to our way of thinking, quite clearly.

Socialism: You have two cows—you give one to your neighbor.

Communism: You have two cows—you give both to the Government.

Fascism: You have two cows—you keep the cows, give the Government the milk. The Government sells part of the milk back to you.

Naziism: You have two cows—Government shoots you, takes both cows.

New Deal: You have two cows—Government shoots one cow, milks the other cow and pours the milk down a sewer.

Capitalism: You have two cows—you sell one cow and buy a bull.

Democracy: You have two cows, one of them gets sick; the bank rings up every fifteen minutes to see how it is—no foolin'. One cow dies, the bank seizes the other one, than asks you to send up the milk can, the churn, and if it does not smell too bad, the manure. In the meantime you go on relief.

—The B & T Spokesman.

NEW LISTO AUTOMATIC PRICE MARKER

WRITES ON
TIN—WAX PAPER
GLASS—CELLOPHANE
METAL—RUBBER

● NO WASTE!
ALL THE LEAD IS USED
● NO BREAKAGE!
SLEEVE HOLDS LEAD SECURE

● NO SHARPENING!
TURN TOP FOR MORE LEAD
PENCIL No. 1620 25c
REFILLS No. 162 Tube 15c
(6 LEADS IN TUBE)
BLACK - RED - BLUE - GREEN -
YELLOW

Indispensable for Pricing
On Metalware - Boxes, Etc.
For Marking on Glass or Writing
Price Cards. Has Dozens of Other
Uses Where Temporary Writing is
Wanted

Does Not Scratch—Washes Off!
Mounted Dozen on Card
For Resale to Grocers —
Deliverymen - Druggists - Glaziers
Plumbers - Etc.

ASK YOUR JOBBER

OR
WRITE US FOR DISCOUNTS

LISTO PENCIL CORP.
1716 PARK STREET
ALAMEDA, CALIFORNIA
FACTORY ESTABLISHED 1921



In Every Grocer
From the Finest
To the Cheapest

Sherman

Supplies the

POPULAR

SELLER



You can do more business
... make more money
with Sherman Hose Noz-
zles. For Sherman gives
you the best in every
price class — from the
finest quality Sherman
Cast-Bronze "Gold Label"
in colors, to the popular
low price "Brass King".

Stock the full Sherman
Line. You'll sell nozzles
easier — in greater vol-
ume. Sold through lead-
ing jobbers.

H. B. SHERMAN MFG.
Battle Creek, Mich.



Vita-Flor
VITAMIN B₁ PLUS OTHER
KNOWN VITAL PLANT
GROWTH FACTORS

Easy to use
 No Refrigeration



product to meet
 demand of farmers,
 men and home gar-
 VITA-FLOR is
 than Vitamin B₁.
 ents have proven
 LOR to be more
 than Vitamin B₁

day for full details,
 ts, and information
 ical dealer dis-
 on VITA-FLOR in
 ye-dropper bottle.

NATIONAL OIL PRODUCTS COMPANY
 HARRISON, NEW JERSEY

The Elephants are Goin' to Town



IRON GLUE SALES are jumping fast
 the introduction of the new, brilliant
 yellow and black "elephant" cans.
 have what it takes to make shoppers
 look and buy. And they're advertised
 to your customers in Life, Satur-
 Evening Post and other national
 zines. Sizes from 1/4-pint to 1-gallon,
 right. Ask your jobber, or write,
 your jobber's name, for full details.

MCCORMICK SALES CO.
 1818 St. Baltimore, Md.
 In Canada address:
 McCormick & Co. (Canada) Ltd.
 Toronto, Ontario

IRON GLUE
 ELEPHANT FOR STRENGTH



A Profitable Business

(Continued from page 53)

in season and hold them over for demand, his problem would be solved. He wrote to the professors at the University of Michigan and got a preserving formula. It wasn't everything that could be desired, but it served as a first step. The business of preserving commenced in a rather primitive sort of fashion, expanding bit by bit. Other bait—frogs, worms, and bugs—were added.

"Much of the material packed by the company is bought by the ton. Grasshoppers, for instance, come practically in ton lots. The amount and source of supply are variable. Here Day enlists another big agency in his battle to raise the piscatorial mortality rate. The far-flung U. S. Department of Agriculture knows to a scientific certainty where and when grasshopper pests are about to descend. Through county agents, Day arranges for collections from farmers, boys 'working their way through college,' and others, who use all manner of devices to trap the pests. Some of the contraptions used are suggestive of Rube Goldberg cartoons in their roundaboutness.

"With output now at an all-time peak, it is amazing to note that every operation in the plant is actually done by hand. There isn't a piece of machinery around the place, outside of the typewriter and adding machine in the front office, except perhaps the little hand tool for cutting pork-rind bait shapes. Every bug, reptile and fish bait is stuffed into bottles by the deft hands of girls on the production line.

"Some of the interesting packing details reveal that the medium size of pork frogs is available with green back and colored eyes, packed six in a 2-oz. jar, one dozen jars to the carton; while baby bait frogs come one dozen to the 4-oz. jar. Salmon eggs in the large size come 200 to the jar; assorted anglerworms, 25 to a jar.

"The entire office force consists of a bookkeeper, a stenographer, and an office girl. There is neither executive staff nor sales force, all their functions being concentrated in the person of the founder, who modestly admits that his goods have gone over entirely on their merit—selling themselves in glass as it were. Distribution is handled entirely through jobbers and export agents.

"Day Bait Co. (unincorporated) is strictly a family affair, with

George C., senior, the proprietor and guiding genius, ably assisted by George C., junior. Son, like father, knows the tricks of the bait trade and is equally enthusiastic about ways and means of helping sportsmen catch fish."

* * *

The Author Continues

There are several morals to this story. These morals might be summed up as follows:

Opportunity is not far away. It is on every man's doorstep.

Study what people need. If you can make it easier to fill any human need, you fortune is made.

The best way to get a job is to make one.

To think out a new idea may be hard work, but new ideas bring large rewards.

After the idea comes putting the idea over. That takes salesmanship.

The basis of all salesmanship is in showing how a thing can be done better, quicker or more easily.

If you have the idea and you can put it over, you have your job.

There are thousands of examples.

Take the telephone. It made communication regardless of distance instantaneous and it made it easy.

The Yale key invented by Linus Yale made locking more secure. It made a small key take the place of the heavy iron one. You could carry many keys on a small ring.

Edison gave us a light that was instantaneous and no trouble or care.

With the radio we can sit in our armchairs and hear around the world.

At the movie we sit, and pictures of all the world are brought to us. Now comes television, and soon we shall sit and see all the world.

All these wonders started with an idea in some human brain.

The "poor fish" are falling for George C. Day's idea. Millions of human being are waiting to fall for your idea.

I have been looking over the ideas I use in my office. Here are a few: Telephone, pencils, steel pen points, printing, paper, books, typewriters, adding machines, multigraphs, carbon paper, steel upright files, ink, pencil sharpeners, blotters, stamps, paper boxes, clocks, water stands, telegraph-callers, shears, scissors, printed pictures in colors, calendars, blocks of paper, photographs, binders, mucilage, bottles, rubber bands, pins, clips, etc., etc., etc.

Every familiar item was once a new idea, and they have made hundreds of jobs and fortunes.

"People

interest to men-
 ance of the show
 displays are the
 and prices are p
 most of the item
 cealed lighting u



A corner of
 evidence on
 ground. Too

attractiveness of
 glassware, electr
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 brushes, painter
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 velocipedes, sled
 and larger sized
 displayed on the
 wall units, thus
 access to most o
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 The store is of
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 ning. A wide
 display window
 of display table
 provides free ci
 down the front

ge C., senior, the guiding genius, ably assisted by George C., junior. Senior knows the tricks of the trade and is equally enthusiastic in ways and means of bettering the fish.

The Author Continues

There are several morals to be drawn from these morals might be summed up as follows: Opportunity is not far away from every man's doorstep. Find out what people need. If you make it easier to fill any want, your fortune is made. The best way to get a job is to be one.

Think out a new idea and work it, but new ideas bring rewards.

When the idea comes putting it over. That takes salesmanship: the basis of all salesmanship is knowing how a thing can be done, quicker or more easily.

If you have the idea and you put it over, you have your job done. There are thousands of examples like the telephone. It made communication regardless of distance instantaneous and it made it easy.

The Yale key invented by Lincolne made locking more secure. It is a small key that takes the place of a heavy iron one. You could carry a dozen keys on a small ring.

Edison gave us a light that was instantaneous and no trouble or care with the radio we can sit in our chairs and hear around the world.

In the movie we sit, and pictures of the world are brought to us. It comes television, and soon we sit and see all the world.

These wonders started with a little in some human brain.

The "poor fish" are falling for George C. Day's idea. Millions of men are waiting to fall for his idea.

Have been looking over the ideas in my office. Here are a few: phone, pencils, steel pen points, ink, paper, books, typewriters, adding machines, multigraphs, carbon paper, steel upright files, and paper, steel sharpeners, blotters, stamps, rubber boxes, clocks, water stationery, graph-callers, shears, scissors, and pictures in colors, calendars, sets of paper, photographs, hand-mucilage, bottles, rubber bands, clips, etc., etc.

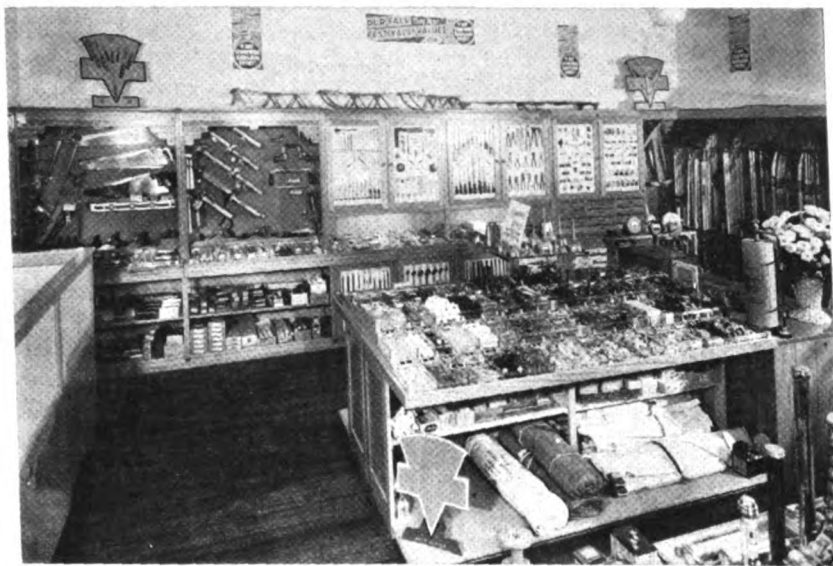
Every familiar item was once a new idea, and they have made hundreds of jobs and fortunes.

"People Come In and Buy More"

(Continued from page 29)

interest to men occupied the balance of the show room. Built-up displays are the rule in this store and prices are plainly marked on most of the items in stock. Concealed lighting units enhance the

cross-wise placement of tables and groups of tables permits easy movement from the front to the back of the store for both sales clerks and customers. Excepting cutlery, most of which is in en-



A corner of the men's section of the store. Prices are plainly in evidence on the table of electrical and radio sundries in foreground. Tools and builders' hardware are in wall units at rear.

attractiveness of the displays of glassware, electrical table appliances, electric clocks and similar items which are shown on glass shelving. Underneath the adjustable shelving devoted to paints, varnishes, enamels, etc., are display ledges for showing paint brushes, painters' tools and related items. These ledges are also equipped with concealed lighting units. Only bulky items such as velocipedes, sleds, coaster wagons and larger sized containers are displayed on the top ledges of the wall units, thus providing easy access to most of the merchandise to customers of average height.

The store is of rectangular shape, with four, semi-closed show windows which are of ample size for either mass displays or for the showing of a variety of merchandise having seasonal appeal such as the varied needs for home canning. A wide aisle, between the display windows and the line-up of display tables and platforms provides free circulation up and down the front of the store. The

closed units, all merchandise is displayed on open units for easy examination.

Psychology Overruled

They told me there's a story
In all the things we sell
On hammers, saws and mattocks
That I should know it well.
But to save the life of me
When someone comes to buy.
I can't recall the talk up
No matter how I try.
Each hammer is a hammer
Every file just a file,
For my mind's on a woodland
That rolls for mile on mile.
Psychology of selling
Is quite an art I'm told;
Approach a buyer deftly
Or he cannot be sold.
How can I sell a washer
With a saleswoman's pride
When I prefer the woodlands
And you there by my side?

—NANCY L. SNYDER,
Snyder Hardware Co.,
Elm Grove, W. Va.

HARDWARE Catalogs

are judged and used by the trade on the basis of readability, convenient arrangement, easy-to-handle shape and size. Let "NORAMPRESS" produce your next catalog.

Samples upon request.



The
NORTH AMERICAN
728 N. 7th St.
Milwaukee, Wis.

They ASK for

Customers all over the world use Alligator Steel Belt Lacing, or the "metal belt lacing that can be put on a hammer."

For thirty years belt users have been doing this and as a result more million belts have been laced with Alligator. This widespread use plus using in 140 trade and farm papers brought about this remarkable success for Alligator.

Don't let this profitable business away from you because you can when your next belt lacing customer in or calls up. Check your stock order from your jobber.

FLEXIBLE STEEL LACING
4616 Lexington St., Chicago

Just a hammer
Drives straight. Grip protects. Smooth on both beds in belt. Pin joint easily.

ALLIGATOR
TRADE MARK REG. U.S.
STEEL BELT LACING



The
WONDER
TOOL
that
SELLS
ITSELF

National advertising sends you new
s for Handee, who become year-
d regulars for accessories.
re to have this attractive Demonstra-
your counter—a steady profit maker
pay you to keep right out in front.
res only 2 sq. ft. space.
e is the original tool of its type and
ader today. More of them in use than
her makes combined, by mechanics,
men and hobbyists everywhere, be-
of precision performance, unequalled
hness and safe speed.
ard Model \$10.75 with 3 Accessories.
uxe Model \$18.50 with 6 Accessories.
de Luxe Set (De Luxe Handles and 27
popular Accessories in metal carrying
\$25.00.
rs have a sufficient stock of Handees
Accessories on hand to take care of
s promptly.
to for Special Deals and Full Information
on Accessory Counter Case.
CAGO WHEEL & MFG. CO.
shers of Quality Products for 40 Years
N. Monroe St. Dept. HA Chicago, Ill.

There's a Mine f Information

vitaly-important
facts, live merchan-
dising ideas and
sales-producing
methods in HARD-
WARE AGE. Make
it a habit to read
your business paper
regularly and thor-
oughly.



Chain Store Competition

(Continued from page 27)

at the turnover. The same situa-
tion was true of a lawn rake put
on the market last fall. Merchants,
remembering the lesson of the
mower, and with their fingers
crossed, purchased these rakes and
wondered who was going to pay
\$1.75 for a lawn rake. Here again
quality and outstanding features
sold the item. And again the turn-
over was surprising. This same
situation is true with tools and
with many items that the chains
are unable to purchase, and of
items they will not purchase be-
cause of the price.

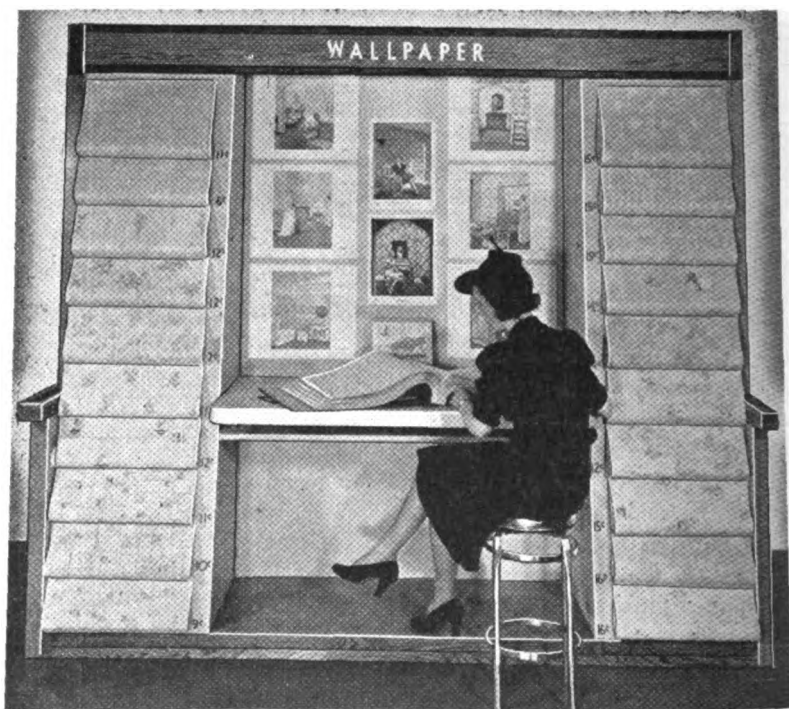
How many other items are the
independents losing out on be-
cause of the fear of being too far
above the chains?

The retail hardware business is
a most interesting one, and money
can still be made in it. However,
it requires plenty of work, effort,

good windows, lighted stores,
balanced buying and all the other
ABC's. Many dealers have sub-
scribed to retail hardware publica-
tions, having those publications
sent to the home addresses of all
their employees. These issues are
read and ideas, plans and window
trims come back to work with
these employees. The dividends
are large, for such small invest-
ments.

Personal service, courtesy and
patience on the part of all inde-
pendent dealers and their staffs
(in hardware and other trades)
may be a little bit costly. Some
dealers may claim that these three
things hold down the sales volume
per person. But these three points,
plus real merchandise, will keep
the doors of the independent store
open for many more years.

NEW WALLPAPER DISPLAY FIXTURE



A hardware dealer can secure a compact wallpaper department in
this eight foot section developed by Hibbard, Spencer, Bartlett &
Co., Chicago, Ill. Twenty patterns of wallpaper can be shown on
the panels. The prices on each pattern are blue stick-on letters
which can be removed and changed. The background is pastel shade
of blue and the shelf for the wallpaper sample book is of the same
color. Over this shelf are eight photographs of different rooms in
the home showing application of various decorative suggestions. A
chromium stool is available for the convenience of customers while
making paper selections. The company has applied for design copy-
rights on the unit.

HARDWARE AGE

Digitized by Google

PUT M
FO



The display card stands 7
inches high. The Mesh Maid
card is 3 1/2 by 2 1/2 inches.

I'M THE
MES

By the makers of

Please sir-
moment c
man looki
to represe
them?



AUGUST 22, 1

Personal service, courtesy and patience on the part of all independent dealers and their salesmen in hardware and other trades may be a little bit costly. So dealers may claim that these things hold down the sales price per person. But these three years plus real merchandise, will open the doors of the independent store for many more years.

DISPLAY FIXTURE



compact wallpaper department is by Hibbard, Spencer, Bartlett & Co. of wallpaper can be shown in a pattern are blue stick-on letters. The background is of the wallpaper sample book is of the use of photographs of different rooms and various decorative suggestions. The convenience of customers who have applied for design copy the unit.

I'M THE MESH MAID

By the makers of Whiting and Davis Mesh Bags

Ask your regular suppliers for the MESH MAID; or write for full particulars to Dept. H. 1., WHITING & DAVIS CO., Plainville, Mass.

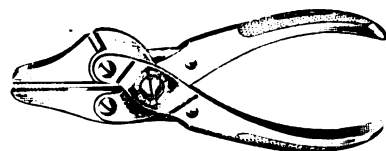


I sure do! You'll find them listed under "Sales Representatives Wanted" in the Classified Opportunities Section of Hardware Age. It's a pleasure to recommend that paper, because the best companies advertise in it when they want good men. Good luck—I hope you find what you want.



Parallel Action
Open Throat

No. 402—6"



NEW!

Ask your jobber

THE WM. SCHOLLHORN CO.
414 CHAPEL ST., NEW HAVEN, CONN.

RING UP MORE SAL



KWIK-L

The MOD

Oil Burner

Instant lighting—
and more depe

service. That's why Kwik-Lite Oil Burner Wick
old customers and attracts new ones. Made
fibre Canadian Asbestos for unapproached exc
Brings oil right up for quick ignition. Attr
boxed. Effective counter displays. Priced
Interesting discounts.

**Ask your
Jobber
or Mail
Coupon**

ASBESTOS TEXTILE COMPANY, Inc.
167 W. Wacker Drive, Chicago.
Please send Kwik-Lite Samples
prices.
Name.....
Address.....
Company.....
Check ☐ Mfr. ☐ Dist.



Hardware Age Fifty Year Club



STANLEY M. SELLERS

STANLEY M. SELLERS, president and general manager of the J. W. Lingo Hardware Co. of Lebanon, Ohio, is 76 years of age and has been identified with the hardware and implement business for the past 60 years. He first entered the hardware field on March 1, 1879, when as a boy of 16 years of age he started out with a combined hardware and grocery business in Waynesville, Ohio. Shortly after that he moved to Cincinnati and became identified with the William A. McCall hardware store in that city.

His next step was to the Houson Company of South Charleston, Ohio, where he became interested in farm equipment. On May 21, 1888, he joined the forces of the J. W. Lingo Hardware Co. In October, 1896, he accepted a position with the Moline Plow Company and eight years later became identified with the Syracuse Plow Company in New York. He returned, however, to the retail field and again became associated with the Lingo organization, rising to his present position of president and general manager.

Mr. Sellers is a past president of the Ohio Implement Association and a past president of the National Federation of Retail Implement Dealers, having been chairman of the trade relations committee of the latter organization for the past 20 years. He has also been a director of the Lebanon Citizens National Bank for 20 years.

E. O. GSCHWIND, salesman and assistant office manager of the Chicago office of Landers, Frary & Clark, New Britain, Conn., has spent 51 years in the hardware business—50 of which have been with the same firm. Mr. Gschwind, who is 69 years of age, was born on April 11, 1871, and entered the hardware business on April 12, 1889. His first business connection was with John F. Wollensack, of Chicago, but one year afterward, to the day, he transferred his allegiance to Landers, Frary & Clark and became identified with that firm's Chicago office. He is still there. On June 6th representatives from the home plant, business associates of the Chicago office and customers of the firm tendered Mr. Gschwind a dinner at the Illinois Athletic Club in recognition of his having completed a half century with the firm. Mr. Gschwind has never held public office. He has two hobbies—fishing and billiards.



E. O. GSCHWIND

HARDWARE AGE

The M
"Simplex"



TYPE BUTON

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AUGUST 22, 194

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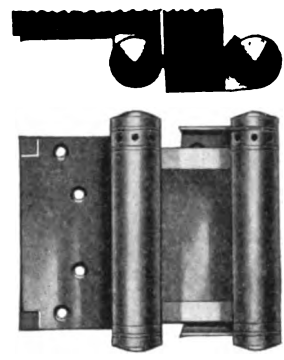
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E. O. GSCHWEND

The New *Streamline* "Simplex" Spring Butt-Hinge



TYPE BUT9001

(No Hanging Strip
Required)

*Designed to har-
monize with modern
achitectural require-
ments, they are as
modern as the newest
Streamline train.*

*They combine the
beauty of modern de-
sign with simplicity
of application.*

*These and other features of proven ad-
vantage give strong sales appeal.*



LOOK FOR THE TRADE MARK

Chicago Spring Hinge Company.

CHICAGO NEW YORK
U. S. A.

EVERY CORY COFFEE BREWER



is Completely Equipped

Only CORY supplies a com-
plete Brewer . . . at the one price
one complete package . . .
ing all accessories needed for
tion, convenience, smartness!
11 patented and exclusive fea-
including: Hinged Decanter
Safety Stand Funnel Holder
rate Coffee Measure; 2-heat
Units (Hi-Low); Heat - R
glass by CORNING; deco-
with platinum striping;
Glass Filter Rod (Most mod-
have CORY "Fast-Flo" Fil-

CORY Replacement Glass all packed Individually

—every piece of glass is deco-
rated exactly as the original
and matches it perfectly.
Every CORY dealer has a
valuable full-profit asset in
CORY replacement glass.

Brews Marvelous TEA AND COFFEE "Untouched by M

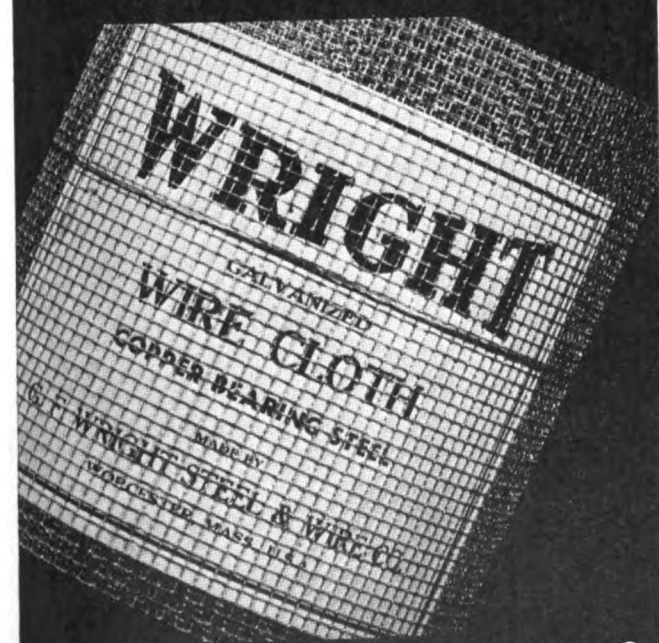
Same results every time, and
with CORY-brewing. Brings
delicious natural flavor,
bitterness. No metal conta-
The new CORY CATALOG
sents new profit opportuni-
sizes fill all needs. Small sto-
profits. Write for catalog t-



FREE with all CORY Brewers. Fits most
glass coffee makers. Brews delicious
coffee and tea. Sold separately . . . 50c

GLASS COFFEE BREWER CO.
325 North Wells Street, Chicago, Ill.

HARDWARE CLOTH



G.F. WRIGHT STEEL & WIRE CO.
WORCESTER - MASS.

EVANOIL* AND EVANAIR FORCED-AIR HEAT



first IN EYE AP
IN PRICE AP
IN SELLING FEAT

FREE! THIS HANDY, ACCURATE HEAT-LOSS CALCULATOR



size of heater needed. Saves time,
avoids mistakes. Get **YOURS**
free today!

Ingenious,
pocket-size cal-
culator enables
anyone to
quickly figure
correct heating
requirements for
any home or
building and
size of heater
needed. Saves
time, avoids
mistakes. Get
YOURS free
today!

You'll get plenty of
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Smart, modern stylin-
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step-up selling — an-
most amazing heater f-
of all time, floor leve-
delivery. Mail the c-
now for complete c-
and handy Evans calc-

MAIL COUPON

Evanoil Division, Evans Products Co.
Dept. 18, Detroit, Mich.

Send full information and free calculator.

Name _____
Address _____

N OLD PAINT STOCK TO LIQUID ASSETS with TAMMS PAINT MIXER AGITATOR



\$1750
LESS
MOTOR

AC, 1/4 HP, 110 Volt
MOTOR \$7.95

t paint sales. Assure yourself that every
r is a satisfied one! Handles all size
ints to gallons. GUARANTEED against
in material and workmanship for one
NO RISK! ORDER TODAY!

OR-ROX A FLOOR DYE For Coloring and Dustproofing Cement AND SELF-POLISHING WAX

oofs, dustproofs and beautifies cement floors.
different from enamel paint. Penetrates into
ill not flake, chip or peel off. Comes in 6 attrac-
ors. For extra protection use Tamms Self-Polish-
X. Comes same colors as DYE, also in clear
for use on linoleum and wood floors. Write for
and full information!

TAMMS SILICA CO.
LASALLE ST. CHICAGO, ILL.

Night-Reflecting HOUSE NUMBERS for Year 'Round Sales

7057 T W O
TYPES

NOMINAL INVESTMENT
ECONOMICAL STOCK UPKEEP

Heavy, rust-resisting steel;
baked enamel finish. Not
affected by atmospheric
conditions or salt air.

Three inch reflecting num-
erals of sharp silver with
white border, visible at 300
feet and readable at 150
feet. They will hold their
brightness indefinitely.

Wire anchor, at bottom of
post, locks itself into the
ground.

**MOUNTING
TYPE**

Retail at \$1.00

Black enameled alu-
minum frame is channel
formed for inserting screws

Size 9 1/2" x 3 1/4"

Holes at both ends for inserting screws

mounting to flat surface.

is type sign is readily mounted to a building,

step-riser, tree or post.

Send for Trade Prices and Literature

EASTERN CATAPHOTE CORP.

TOLEDO, OHIO

"Targo"—A New Shooting Game

"TARGO" is a new low-cost shooting game being intro-
duced by O. F. Mossberg & Sons,
Inc., New Haven, Conn. As a game
it offers hardware dealers additional
profit opportunities both in selling
the equipment and in repeat sales,
and can be introduced into most any
community for it requires so little
playing ground. A shooting range
may be set up at golf or gun clubs,
an abandoned driving range, conces-

sists of the Mossberg "Targo" gun,
a .22 cal., smooth bore, bolt-action,
8-shot clip repeater, which uses
standard .22 cal. long rifle (scatter)
shot shell, containing 120-130 tiny
pellets. It breaks "Targo" targets
up to 50 feet. A small, compact
trap, weighing only 14 oz. fits onto
the barrel of the "Targo" gun or
most any single barrel, .22 cal.
smooth bore or .410 bore shotgun,
and throws the target when the trig-

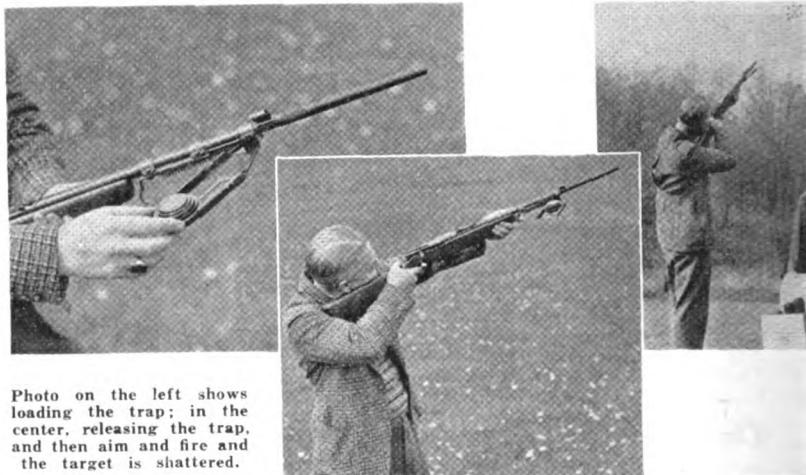


Photo on the left shows
loading the trap; in the
center, releasing the trap,
and then aim and fire and
the target is shattered.

sions, summer resorts, camps, in
fields, etc. And since the shooter
alone works the trap that throws
the targets, it is a game for one or
many.

"Targo" also lends itself to a num-
ber of playing variations. Targets
may be released with the gun at
the shoulder or from the hip or
sneek position. If one shooter is
more skillful than another, the game
may be evened up by setting the
trap for a short, easy toss for the
less skillful player and a long hard
throw for the more experienced one.

The equipment for "Targo" con-

ger is pulled. The Mossberg com-
pany states it is "spring balanced"
to prevent whip, and when sprung,
the throwing arm comes immediately
to rest underneath the barrel with-
out vibration. An adjustment on
the spring permits varying the flight
of the targets, making shooting
either easy or difficult. Included
with each trap are five non-break-
able "practice targets" of semi-
hard rubber. The "Targo" targets,
designed to be sufficiently fragile to
break upon the impact of the tiny
.22 cal. shell pellets, are packed 200
to the box.

Fountain Pen Sales

(Continued from page 33)

in order that the store be com-
petitive.

"We retain a repair man who
has a full time job repairing
fountain pens, electric clocks, and
engraving silver (which is in the
tablewares department). Guarantees
which we give on merchan-
dise in this department clinch
many sales.

"Knives ranging from 35 cents
to \$18.00 in price are stocked.
The low-priced knives bring peo-
ple to the store, but the better ones
are usually sold when the features
of each are explained. Selling

pocket knives is a hobby of mine
and we take particular pains to
educate customers how to use and
sharpen a good knife. Razor
blades, razors, sun glasses, read-
ing glasses, and binoculars are
also carried in the cutlery depart-
ment.

"The cutlery department is ad-
vertised approximately once a
week and newspapers are used
most often. When we have a real
special in this department we ad-
vertise the item in more than a
dozen neighborhood newspapers
as well as in our local papers."

HARDWARE AGE

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R-V-LITE VITA

DAYLIGHT-GLASS TRA
DURABLE GLASS SUN

NEW SA AT A GOOD

Here's the amazing ne
that's fast becoming the
make extra sales with

PANE bec
in many pl
ry substitute
R-V-LITE
made by a
No gum.
Odorless,
not stick
brittle. Really transpa
rella 31-inches wide by 4
customers are guarante

SUGGEST R-V-LIT
AND WATCH SA
Write for Money-
Proposition and

ARVEY
Cincinnati
NORTH AVE

Stop, Lo



OPPORTUN

in every issue of
ments under Posi
Wanted, Sales R
Opportunities are
men who are look
seeking positions.

Send your copy w

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AUGUST 22, 1

Shooting Game

of the Mossberg "Targo" .22 cal., smooth bore, bolt-action clip repeater, which is standard .22 cal. long rifle with a shell, containing 120-130 targets. It breaks "Targo" targets to 50 feet. A small, compact, weighing only 14 oz. has a barrel of the "Targo" gun at any single barrel. It has a smooth bore or .410 bore and throws the target when it is



is pulled. The Mossberg in any states it is "spring balance" prevent whip, and when the throwing arm comes immediately rest underneath the barrel at vibration. An adjustment of the spring permits varying the targets, making them either easy or difficult. In each trap are five movable "practice targets" of rubber. The "Targo" targets are designed to be sufficiently fragile to break upon the impact of the .22 cal. shell pellets, are packed in the box.

Pen Sales

page 33)
Pocket knives is a hobby of many and we take particular pains to educate customers how to use and sharpen a good knife. Razors, blades, razors, sun glasses, binoculars, and binoculars are also carried in the cutlery department.
"The cutlery department is advertised approximately once a week and newspapers are sent most often. When we have a special in this department we advertise the item in more than a dozen neighborhood newspapers as well as in our local papers."

HARDWARE

UP GO YOUR SALES

with this Amazing
New Glassy Material!

R-V-LITE VITAPANE

DAYLIGHT-CLEAR TRANSPARENT
DURABLE GLASS SUBSTITUTE

Admits
60%
ULTRA VIOLET
RAYS

NEW SALES..

AT A GOOD PROFIT!

Here's the amazing new glassy material that's fast becoming the leading seller. You make extra sales with R-V-LITE VITAPANE because it can be used in many places where ordinary substitutes cannot be used. R-V-LITE VITAPANE is made by an exclusive process. No gum, wax, or paraffin. Odorless, greaseless. Does not stick, discolor or become brittle. **Really transparent!** Comes in rolls 36-inches wide by 50-feet long. Your customers are **guaranteed satisfaction!**

SUGGEST R-V-LITE VITAPANE AND WATCH SALES SOAR!

Write for Money-Making Dealer Proposition and Free Sample

JOBBER!
Some territories still open. Write today. Giant sample and all facts by return mail.

ARVEY CORPORATION

Exclusive Manufacturers of R-V-LITE
3470 NORTH KIMBALL AVENUE CHICAGO, ILLINOIS

Stop, Look and Listen—



It is said: "Opportunity knocks but once!" That depends upon the "door". Opportunity is constantly knocking at the door labeled

CLASSIFIED OPPORTUNITIES DEPARTMENT

in every issue of Hardware Age. Here the advertisements under Positions Wanted, Help Wanted, Accounts Wanted, Sales Representatives Wanted and Business Opportunities are proving *real opportunities* for hardware men who are looking for help as well as those who are seeking positions.

Send your copy with remittance to—

HARDWARE AGE

Classified Opportunities Dept.
100 East 42nd St. + New York, N. Y.

AUGUST 22, 1940

PRE-SOLD!

● A good big share of the selling job has already been done for you before the prospective buyer enters your store—when you stock Rixson Builders' Hardware. Great performance on the job... the word-of-mouth testimonial of satisfied users... consistent advertising to those who influence large orders... all have helped to build up great acceptance for Rixson Ball Hinges and Pivots, Friction Hinges and Stops, Casement and Transom Operators, Floor and Overhead Door Checks and the other famous Rixson Specialties. Make it a point to cash in on Rixson's reputation for top values in builders' hardware by stocking the line now!

THE OSCAR C. RIXSON CO.

4446 Carroll Ave., Chicago, Ill.

RIXSON REPRESENTATIVES AT:

NEW YORK: 2034 Webster Ave. - PHILADELPHIA: 211 Greenwood Ave., Wyncote (Pa.) - ATLANTA: 152 Nassau Street - NEW ORLEANS: 2630 Jefferson Ave. - SAN FRANCISCO: 116 New Montgomery Street - LOS ANGELES: 909 Santa Fe Ave. - SEATTLE: 414 - 17th Ave., North - LONDON, ONT., CAN.: Richards-Wilcox, Ltd.

RIXSON

BUILDERS' HARDWARE

DIAMOND

TOED and BRONCO HEELED HORSESHOES

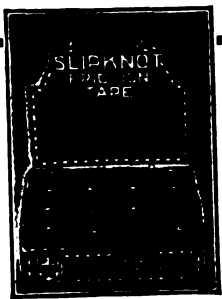
Our extensive line of ready to nail Horse, Mule, and Bronco shoes is growing in popularity. They fit the average horse without alteration — perfectly balanced and shaped. No turning heels or welding calks. Nail holes are clean, correctly tapered, and spaced. Tough, strong, long wearing.

— Write for information. —

DIAMOND CALK HORSESHOE

4612 GRAND AVE. DULUTH MINN.

MANUFACTURERS OF
PLIERS - WRENCHES - HORSEHOES
PITCHING SHOES - PICKS - HOOPS - DROP FORGERS



SLIPKNOT - FRICTION - TAPE

Highest in Quality,
Competitive in Price—
Attractively Packaged—

Sold only through
reputable wholesalers.
MOUTH RUBBER COMPANY, Inc.
CANTON, MASS.

Convention or Vacation

Although October 14th to 17th
is your convention time at
Atlantic City, any time is the
conventional time for a vacation
visit by the sea. May we see you
from time to time?

100 delightful rooms with baths.
Ocean decks. Solarium. Health
baths.

New York Office, Pennsylvania
5-0665.

Hotel

Claridge

ATLANTIC CITY

Gerald R. Trimble
General Manager

THE SKYSCRAPER BY THE SEA



"Fair" Labor Standards in Name Only

(Continued from page 22)

sweatshop conditions—unbearably long hours and "coolie pay." But its effects have been far more widely felt than this. Realization grows that the Wage and Hour Law is being used to force up wages in industries paying far higher rates than any mentioned as "minimum" in the Act; that every possible argument is used to extend the list of persons and firms covered. These facts led the Department of Manufacture committee of the Chamber of Commerce of the United States to comment, on Jan. 26, 1940:

If, in the administration of the federal wage-hour law, greater emphasis had been placed upon the fundamental objective of the legislation of benefiting the low-wage earner, with less attention to ways and means of extending its coverage to the greatest possible number of workers regardless of the height of their wages, a more satisfactory test of the efficacy of the law would have resulted.

In case after case, it develops that it isn't just employers who have cause to complain; workers, too, are getting slapped in the face. Consider the regulations forbidding averaging of hours over more than one week to avoid overtime payment. There's a private secretary who draws \$140 a month. Her vacation is three weeks with pay. She gets extra time off for trips out of the city and is never docked for sickness.

Ordinarily the girl works less than the maximum 42 hours a week. But in summer comes inventory and she puts in extra time. The Wage and Hour Division decided that her employer owed her \$43 for overtime in 1939, though for the year as a whole, she had worked 190 hours less than the total maximum allowed by the Act without overtime payment. Employers such as this one may find it necessary to cut workers' vacation periods or to begin docking them for sick time off, if the Wage and Hour Law continues to create such a burden.

Three union men are pretty angry about the Fair Labor Standards Act in another city. They are truck drivers working for an employer whose business load changes sharply from week to week. They were tired of uncertainty about the size of their weekly pay checks, so they sat down with the boss and worked out a weekly salary schedule on the basis of 70 cents an hour. They were to get \$35 a week whether their working time was 50 hours or much less. But the Wage and Hour Division destroyed this mutually satisfactory arrangement by decreeing that overtime must be paid in the longer weeks at the rate of \$1.05 an hour.

When the Wage and Hour Act went into operation, its friends used to talk about what it would do to improve the health of workers by cutting the work-week.

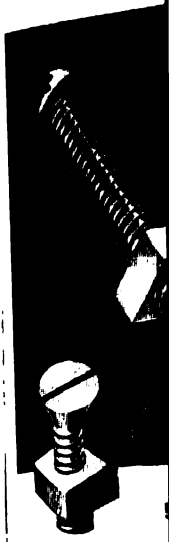
Health Angle

It was not made clear why a work-week longer than 42 hours with overtime payment is more conducive to "health, efficiency and general well-being of workers" than a work-week of the same length paid for at straight time. But, aside from this point, the Wage and Hour Division finds that the Act allows an employee to work far longer than 42 hours a week without overtime payment at all. The trick is to hold more than one job, but work no more than 42 hours a week for any employer.

One fellow does just this. He works in a factory in the daytime Monday through Friday and spends evenings, Saturdays and Sundays running a filling station. Neither employer needs to pay overtime.

The Wage and Hour Division said on this point, in its Interpretative Bulletin Number 13:

... an employee may work 40 hours for Company A and 15 additional hours during the same week on a different job for Company B. In this case it would



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AUGUST 22

HARDWARE AGE

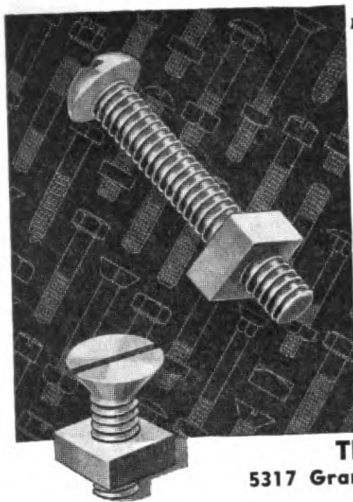
Standards Only

page 22)

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Sundays running a filling station.
Neither employer needs to pay
overtime.
The Wage and Hour Division
said on this point, in its Inter-
tative Bulletin Number 13:
"... an employee may work
hours for Company A and addi-
tional hours during the same
week on a different job for Com-
pany B. In this case it was



Win Steady Profitable Customers with TRIPLEX Stove Bolts

Uniform-quality Triplex Stove Bolts win profitable repeat customers for you—because of their deep-slotted heads, threads accurate to pitch diameter, delivery clean and bright, all plated finishes.

Prepare to satisfy your trade with Triplex Stove Bolts. Write today for samples and prices.

The Triplex Screw Company
5317 Grant Avenue Cleveland, Ohio

TRIPLEX
CAP AND SET SCREWS, BOLTS, NUTS AND RIVETS
★ Millions Sold . . . Used in Every Industry

YOU CAN'T GO WRONG
... if you always remember

it's **BROOKS** for **HOOKS**

M. S. BROOKS & SONS • Box "B" • CHESTER, CONN.

Changing Your Address?

If you are, please send your new address
to the CIRCULATION DEPARTMENT
at least 3 weeks before you move.

HARDWARE AGE

100 East 42nd Street New York, N. Y.

GENUINE MAYES

World's Largest Level Plant of its kind
Best by Test — Since 1896

MAYES BROS. TOOL MFG. CO. Port Austin, Mich.

Gibson Good Tools

Gibson Gripper Clips are steady, profitable sellers, because these dependable clips hold many different things. Small size holds kitchen utensils, tools, golf clubs, canes, umbrellas, etc. Large size holds brooms, mops, garden tools, etc.

Retail readily at 10¢ ea. Packed 1 doz. small and 2 doz. large clips with beautiful sales making disp. card. Also on individual cards. Samples on request. Keep stocked on as well as the "Horseshoe Magnet" Hammer, and the selling Handy Andy Combination Screw Driver and Chain—a 10¢ leader.

GIBSON GOOD TOOLS, INC.
BOX 26B ORANGE, MASS., U.S.A.

TATE SPOOL WIRE—



Spooled Wire

Wound on Net Weight spools — 5 pound, 1 pound, ½ pound, ¼ pound, 2 ounces, 1 ounce; and Gross Weight spools, No. 1, No. 2, No. 4, No. 5, and No. 6. Also Hair Wire Spool No. 7.

SOFT COPPER, SOFT BRASS, SPRING BRASS
BLACK ANNEALED STEEL, TINNED AND
GALVANIZED STEEL WIRE

Sizes: 14 to 34

WIRE ASSORTMENTS; Retailers — Favorite — Improved
Send for circulars and prices on the Complete Tate line of Spool and Coll Wire.

E. H. TATE CO., Boston, Mass., U.S.A.

Chicago Sales Offices also in: NEW YORK LOS ANGELES

FAVORITE ASSORTMENT



AMERICA'S ACE LANTERN



EMBURY
AIR PILOT

You can see why they sell so fast. Newest
Flow design, construction and combustion. Has everything.

Now in 2 Sizes
2 Air Pilot • No. 1 Little Air Pilot

Embury Mfg. Co., Warsaw, N.Y.

RYERSON CERTIFIED STEELS

LARGE STOCKS . . .
UNIFORM HIGH QUALITY
IMMEDIATE SHIPMENT

Principal products include — Alloy
Steels, Tool Steels, Stainless Steel, Hot
Rolled Bars, Hoops and Bands, Beams
and Heavy Structural, Channels,
Angles, Tees and Zees, Plates, Sheets,
Cold Finished Shafting and Screw Stock,
Strip Steel, Flat Wire, Boiler Tubes
and Fittings, Mechanical Tubing,
Nuts, Bolts, Washers, etc. Write
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Sons, Inc., Chicago, Milwaukee, Detroit,
Cincinnati, Cleveland, Buffalo, Boston,
St. Louis, Philadelphia, Jersey City.

seem that if A and B are acting entirely independently of each other . . . both A and B . . . would be privileged to disregard all work performed by the employee for the other company.

Unfortunately, while this interpretation inconveniences nobody but the person who tries to puzzle out its logic, its converse harms workers and employers alike in many cases. There were the foundry workers, for example, who wanted to fatten pay checks that became pretty lean during slack periods. Sometimes they worked their maximum week of 40 hours. Sometimes it was only 16 or 24 hours.

A few of the men got together one day.

"Listen," one said. "We can pick up some more money if we unload those cars out there, instead of letting other fellows do it."

He indicated the tracks adjoining the plant, where the cars carrying raw materials — sand, coke and pig iron — stood.

"Let's tell the boss we'll unload 'em at so much a car when we're not working," somebody said.

They went to their employer with the proposition. Cars would be unloaded, without supervision, at a stated contract price. It would have to be done soon after they arrived, though. You couldn't wait for slack periods, with demurrage charges mounting. And that might sometimes mean work-weeks of more than 42 hours.

The Wage and Hour Division ruled against this plan. The men couldn't set themselves up as independent contractors. They must have time and a half for everything more than 42 hours. The management had to go outside the plant for labor. The workers lost their chance at better pay.

The same kind of thing happened in a wholesale firm. The company gave two of its regular employees an assignment to paint a fruit room, when they asked for a chance to earn extra money. They did the job over the week-end and got \$10 each for it. Since the painting was unrelated to their regular work, the company gave them separate checks and kept no time-sheet. For this failure, the firm was accused of technical falsification of records. Later it

developed that the employees had spent seven hours painting the room, and so were paid about \$1.40 an hour. Outsiders would have done the job for 50 cents an hour.

New Buildings Are Different

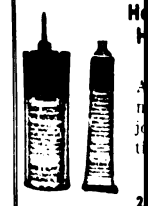
One final example will show the confusion which the Wage and Hour Law can create in an industry. Building contractors need not worry about their employees' being covered by the F.L.S.A. if they are working on a new building. But, if the job is repairing or remodeling an old building used in producing goods for interstate commerce, the contractors' employees are covered. This includes office workers who have anything to do with the job as well as actual construction laborers.

If a contractor goes into another state to erect a building, key employees whom he takes to that state with him are covered. Workers hired locally in that state are not covered, however, unless the job is a remodeling one on a building used to produce goods for interstate commerce. The incidence of gray hairs among contractors should increase markedly with this ruling.

Experience in these actual cases should arouse every business man — and every worker who wants to see industry and commerce prosper in order to increase his own chances of getting ahead. Even persons in enterprises not directly affected by the Fair Labor Standards Act ought to be interested, because attempts are being made to obtain state laws patterned after the national one.

It seems obvious that the Wage and Hour Law has not done the humanitarian job its advocates said it would do. The original meritorious purpose of wiping out the sweatshop has taken a back seat. In its place has appeared a mechanism attempting to regulate all of industry in the name of social welfare. Many suspected when the law went into effect that something of this kind might happen. But only with real case histories has it been possible to understand fully the injustices of the Fair Labor Standards Act of 1938.

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**New Buildings
Are Different**

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Your customers know C & L performance, reasonable prices are a certainty when you buy that C & L's exclusive patent torches are applied to the torch as well as the most expensive torch your jobber-salesman about Torches.



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 Screw Shank gives powerful
 Lead under the head and down
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 Form weather-proof lead seal. Nail,
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The "WHO MAKES IT?" issue of **HARDWARE AGE**
 enables you to quickly locate sources of supply and helps
 you answer many questions regarding brand names,
 products, etc.

Toronto, Canada: Who makes the
 pullman ventilator used in the bot-
 tom rail of window sashes? Aiken-
 head Hardware, Ltd.

ANSWER: Walter B. Gilbert &
 Company, York, Pa.

Morristown, N. J.: Who makes
 the Waring Electric Liquefier? J.
 Glick & Sons.

ANSWER: Waring Corp., 1697
 Broadway, New York, N. Y.

Berryville, Ark.: Who makes the
 Emerson Grain Drills? Hone Hard-
 ware Co.

ANSWER: J. I. Case Co., Racine,
 Wis.

Tulsa, Okla.: Who makes the
 Todd Nippers? Clark-Darland
 Hardware Co.

ANSWER: T. D. Hotchkiss Co.,
 Meriden, Conn.

Portsmouth, Va.: Who makes the
 Acme Bathroom Cabinets? H. B.
 Wilkens.

ANSWER: Acme Metal Products
 Corp., 1845 W. 74th St., Chicago,
 Ill.

Houma, La.: Where can we pro-
 cure Duck Eyes? A. F. Davidson
 Corp.

ANSWER: M. J. Hofmann, 989
 Gates Ave., Brooklyn, N. Y.

HARDWARE AGE

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Information
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 HARDWA

Maplewood,
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ANSWER:
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Vancouver,
 Molly boiler
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ANSWER:
 Wks., 39 Mos

Glen Cove,
 E-Z Chimney
 of Glen Cove.

ANSWER:
 Paul, Minn.

Fairbury, I
 ink Stove P
 Store.

ANSWER:
 Inc., Worcest

Sheridan,
 Holmes over
 tures? D &

AUGUST 2

"Who Makes It"?



Information regarding sources of supply as provided readers of **HARDWARE AGE** by the "Who Makes It?" editor is here presented as an aid to others in the trade who may be seeking the same articles. The inquiries reproduced have been selected because of their general interest to hardware merchants and buyers. This editorial feature in each issue supplements the service rendered by the "Who Makes It?" issue. When writing to the firms mentioned, state that you secured your information from the **HARDWARE AGE** Directory Number.

ue of **HARDWARE AGE**

sources of supply and how

regarding brand name

, etc.

Tulsa, Okla.: Who makes the
Todd Nippers? Clark Hardware Co.

ANSWER: T. D. Hotchkiss & Co., Meriden, Conn.

* * *

Portsmouth, Va.: Who makes the
Acme Bathroom Cabinets? Wilkens.

ANSWER: Acme Metal Products Corp., 1845 W. 74th St., Chicago, Ill.

* * *

Houma, La.: Where can we get
cure Duck Eyes? A. F. Dumas Corp.

ANSWER: M. J. Holman & Co., Gates Ave., Brooklyn, N. Y.

— THE JOURNAL

Maplewood, N. J.: Who makes the
Elton panic door bolts; also Elton
door closer parts? Blanken Hardware, Inc.

ANSWER: Elton Hardware Co., 93 Lafayette St., Newark, N. J.

* * *

Vancouver, B. C.: Who makes the
Molly boiler repair plugs? Woodward Stores, Ltd.

ANSWER: Croissant Machine Wks., 39 Moss St., Reading, Pa.

* * *

Glen Cove, N. Y.: Who makes the
E-Z Chimney Soot Cleaner? Charles of Glen Cove.

ANSWER: Healy-Ruff Co., St. Paul, Minn.

* * *

Fairbury, Ill.: Who makes Stov-
ink Stove Polish? Walton Dept. Store.

ANSWER: Johnsons Laboratory, Inc., Worcester, Mass.

* * *

Sheridan, Wyo.: Who makes the
Holmes overhead garage door fix-
tures? D & D Hardware Co.

ANSWER: Holmes Mfg. Co., 211 N. Madison Ave., Los Angeles, Cal.

* * *

York, Pa.: Who makes the
Brighten — All polish? Fulton
Mehring & Hansen Co.

ANSWER: New Method Varnish Co., Elmira, N. Y.

* * *

Mt. Vernon, N. Y.: Who makes the
Nutting platform trucks? R. Hoffman Hardware Co.

ANSWER: Nutting Truck Co., 1361 W. Division St., Faribault, Minn.

* * *

Guthrie, Okla.: Where can we
purchase rings for the Beatrice
cream separator? Rounds & Porter.

ANSWER: Beatrice Creamery Co., 1526 S. State St., Chicago, Ill.

* * *

Traer, Ia.: Who makes the Pal-
metto steam packing? J. L. Thomas.

ANSWER: Greene Tweed & Co., 101 Park Ave., N. Y. City.



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LANTERN

Does Your Stock
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LANTERN
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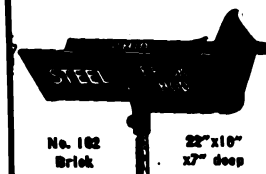
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French Process
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MADE IN U. S. A.
ASK YOUR JOBBER
FOR OUR EXTRA VALUE
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HAVERHILL, MASS.

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Brick

22"x10"
x7" deep

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The Cleveland Wire Spring
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AUGUST 22, 1940

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Classified Opportunities Section...

Use this section to reach Hardware Manufacturers, Manufacturers' Agents, Jobbers, Jobbers' Salesmen, Retailers and Retail Salesmen

Classified Advertising Rates

Help Wanted, Accounts Wanted
Business Opportunities
Sales Representatives Wanted
 solid, maximum, 50 words..... \$3.00
 capitals, maximum, 50 words..... 4.00
 Each additional word..... .06

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 50 words..... .50
 Each additional word..... .01
 Use Seven Words for Keyed Address or Your Address

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 Due to this special rate, these discounts do
 not apply on Position Wanted Advertisements.

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REMITTANCE MUST ACCOMPANY ORDER

Send check or money order,
 not currency.

HARDWARE AGE is published
 every other Thursday. Classified
 forms close 15 days previous to
 date of publication.

— — —

Address your correspondence and replies to

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 Classified Opportunities Dept.
 100 East 42nd St., New York City

Positions Wanted

WAREHOUSE PERSONNEL, OUR FILES
 IN applications of several hundred experienced
 clerks, managers, counter men, bookkeepers,
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 tailers and wholesalers. No charge to employers.
 One Wisconsin 7-1802 or write to Asso-
 ciation Bureau, 152 West 42nd Street,
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MANUFACTURER'S REPRESENTATIVE
 OVER 15 YEARS of diversified selling
 experience contacting the chains and department
 stores, mail order houses, wholesalers. Have
 handled housewares, building materials, novelties
 and specialty lines. Successful record as a sales
 representative. Address—Godfrey D. Meyer, 2395
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SALESMAN DESIRES A FAST MOVING,
 actively priced staple line to sell to the
 hardware trade, paint trade, or both in the New
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 working with wholesalers, chains and major
 retailers. Have excellent record and can furnish
 references. Address Box E-72, care of
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EXPERIENCED SALESMAN WANTS TO
 sell the southeastern territory or part of
 it for some well known and established manu-
 facturer or manufacturer's agent. Well ac-
 quainted with a majority of the hardware jobbers
 and jobbers handling hardware items.
 present connections. Address Box E-75,
 HARDWARE AGE, 100 E. 42nd St., N. Y.

YOUNG MAN, SINGLE, 24 YEARS OF
 with 2 1/2 years' experience as salesman in
 hardware and department store lines, seeks
 opportunity in the hardware field. College
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 Willing to go anywhere because
 I can "Make Good." Address Box
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 tail. Present work consists of contacting estab-
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 of the New England territories. If you are
 interested in obtaining the finest possible repre-
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 sition to offer, please write to—Box E-70, care
 of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

Positions Wanted

SALESMAN, AGE 34, POSSESSES LARGE
 FOLLOWING in New York City and vicinity.
 calling on hardware and plumbing supply jobbers,
 also large retailers, desires active competitive line.
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 DESIRES A LINE for the New England terri-
 tory. Trade covered—wholesale and retail hard-
 ware and paint, also chains. Contact every de-
 sirable account in the territory and have strong
 following. Prefer to handle one line only for a
 substantial, well-rated manufacturer, on a salary
 and expense basis only. References and sales
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PROGRESSIVE AND RELIABLE HARD-
WARE MAN. Open for connection where hard
 work and faithful service finds its reward. Thoroughly
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 ware activity, both retail and wholesale, including
 all kindred lines, also mill and factory supplies,
 farming implements and machinery. Successful in
 sales promotion and effective merchandising ser-
 vice. Practical store manager, and efficient in
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 liens, commercial law, public relations and branch
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 WARE AGE, 100 E. 42nd St., N. Y. City.

SALES, DIVISIONAL, OR BRANCH MAN-
AGER capable producer with successful back-
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 Thorough knowledge of sales, organization, man-
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 and merchandising in wholesale, retail, commer-
 cial and jobbing fields, with volume running from
 \$300,000 to \$2,500,000 yearly. Age 42, married,
 one child, excellent health. Am fully competent
 to build or carry out sound sales, advertising, and
 merchandising plans which appeal to consumers,
 dealers and salesmen, and thereby sell merchan-
 dise at a profit. Would consider representing two
 or three manufacturers selling to hardware or
 automotive jobbers in Middle or South West. Ad-
 dress Box E-27, care of HARDWARE AGE, 100 E.
 42nd St., N. Y. City.

Positions Wanted

SALESMAN DESIRES REPRESENT OUT
 OF town manufacturers contacting hardware,
 housefurnishing outlets, department stores, job-
 bers, and chains. Interested in exclusive lines.
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 E. 42nd St., N. Y. City.

SALESMAN WELL ACQUAINTED WITH
JOBBERS, wholesalers and major dealers in
 hardware and plumbing supply trades in Metro-
 politan New York and Northern New Jersey
 would like to represent manufacturer on com-
 mission basis. Address Box E-88, care of
 HARDWARE AGE, 100 E. 42nd St., N. Y. City.

TWENTY YEARS EXPERIENCE IN SUC-
CESSFULLY merchandising and directing sales
 of jobber of housefurnishing, electrical and hard-
 ware items. Desirous of associating with live
 wire manufacturer as sales manager. References.
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MANUFACTURERS' SALES REPRESENTATIVE
 DESIRES VARIOUS non-conflicting man-
 ufacturers' lines. I will cover the state of
 Wisconsin and call on all the larger hardware
 and department stores, also jobbers and manu-
 facturers. Fully experienced. References fur-
 nished and results assured. Address Box E-31,
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YOUNG MAN, 36 YEARS OF AGE, married,
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 variety stores, desires a position with a reliable
 firm—here or out of town. Address Box E-84,
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AVAILABLE, AFTER SEPTEMBER FIRST
 —EXPERIENCED retail hardware, housefurnish-
 ings, paints, and kindred lines, also office rou-
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 and independent retailers. Would like to locate
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HARDWARE MAN THOROUGHLY EX-
PERIENCED in Retail and Wholesale hardware,
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 position with responsible retail firm. References.
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 ment. In early fifties and good health. Free to
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HARDWARE AGE

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SALES MANAGER
 EXPERIENCE selling
 goods of wholesale
 throughout the United
 States and foreign
 and manufacturer. Be-
 lieve in and back ac-
 cording to long stand-
 ing and layers them-
 selves.
 Can invest.
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FOUR GOOD THINGS

A prominent manufacturer
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 sentative to sell his
 all wholesale hardware
 and paint. He has a
 successful business and
 is expanding additional
 territory. He desires a
 representative who has
 experience in hardware
 and paint. Address Box
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WANTED: EXPERIENCED
 TO CALL on mill and
 ironing preferred. Un-
 derstanding of right ma-
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OLD RELIABLE CO.
 WONDERSFUL opportu-
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HARDWARE SALE
 WITH SUCCESSFUL
 trade among tool and hard-
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 with experience, qualifications
 and territory covered.
 Address—President, Ma-
 sonry Co., New York

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 September first on new
 clothes, stepstools, large
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 NEW YORK.

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AUGUST 22,

Section...

Manufacturers
Retail Salesmen

HARDWARE AGE is published
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must close 15 days previous
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Classified Opportunities Dept.
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Positions Wanted

SALESMAN DESIRES REPLY
to manufacturers' representatives
and hardware stores. Address
Box E-85, care of HARDWARE AGE,
100 E. 42nd St., N. Y. City.

SALESMAN WILL ACCEPT
OFFERS, wholesale and retail
hardware and plumbing supplies.
New York and Virginia.
Will like to represent manufacturers
on commission basis. Address Box E-86,
HARDWARE AGE, 100 E. 42nd St., N. Y. City.

TWENTY YEARS EXPERIENCE
FULLY experienced in
hardware and plumbing supplies.
Desires to represent
manufacturer as sole agent
on commission basis. Address Box E-87,
HARDWARE AGE, 100 E. 42nd St., N. Y. City.

MANUFACTURERS' SALES
REPRESENTATIVE DESIRES VARIOUS
territories. Fully experienced
man can buy this on very favorable terms.
Address Box E-88, care of HARDWARE AGE,
100 E. 42nd St., N. Y. City.

YOUNG MAN, 24 YEARS OF AGE,
diligent, reliable, conscientious,
years experience at work in
hardware, housefurnishings, department
stores, desires a position
in, here or out of town.
Address Box E-89, care of HARDWARE AGE,
100 E. 42nd St., N. Y. City.

AVAILABLE, AFTER SETTLING
EXPERIENCED retail hardware
business, paints and kindred lines.
Many years as general manager
independent retailers. Warm
climate. What kind of salary?
Address Box E-90, care of HARDWARE AGE,
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HARDWARE MAN THIRTY
EXPERIENCED IN Retail and Wholesale
hardware, sporting goods and kindred lines.
Willing to accept position with responsible retail
store. In early fifties and excellent
anywhere. Middle West or South.
Address Box E-91, care of HARDWARE AGE,
100 E. 42nd St., N. Y. City.

unless accompanied by

Positions Wanted

SALES MANAGER—WITH YEARS OF EXPERIENCE selling to builders, hardware buyers of wholesale hardware, jobbing houses throughout the United States, seeks connection with manufacturer. Buyers from Seattle to San Diego and back across the Continent personal friends of long standing. Reference furnished from buyers themselves. Age 40. Health excellent. Can invest. Available September 1st. Address Box E-91, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

Sales Representatives Wanted

FOUR GOOD TERRITORIES OPEN
A prominent manufacturer, with complete line of enameled cooking utensils, modern in style, color and finish has openings for four good salesmen to sell wholesale hardware and department store trade. Commission basis and no objection to salesmen with non-competing additional lines. Give references, present connections and territory desired. All correspondence confidential. Available territories are: 1—Up-state New York, not including Metropolitan New York area. 2—Pennsylvania, southern New Jersey, Maryland, Delaware and District of Columbia. 3—Wisconsin, Minnesota, Dakota. 4—Missouri, Kansas, Oklahoma, Arkansas, etc. These areas subject to adjustment and discussion. Address Box E-92, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

WANTED: EXPERIENCED SALESMEN TO CALL on mill and factory trade. With following preferred. Unlimited field and splendid opportunity for right men. Address Box E-28, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

OLD RELIABLE CORPORATION OFFERS WONDERFUL opportunity to sideline or full-time salesmen. Selling furniture, hardware, department stores. Fast patented sellers. Small, light sample case. Positively world's finest. Call on only best concerns. Best selling season now. Address—Dustmaster Corporation, Minneapolis, Minnesota.

HARDWARE SALESMEN, HIGH TYPE, WITH SUCCESSFUL record and established trade among tool and hardware, mill and builders' supply dealers; new useful tool; side line; commission basis. Only those who write fully, stating experience, qualifications, references, lines handled, territory covered, etc., will be considered. Address—President, Markwell Mfg. Co., 200 Hudson St., New York City.

OPPORTUNITY TO EARN TRAVELING EXPENSES. Certain territories open starting September first on new lines of mirrors, metal cabinets, stepstools, large toys, bridge tables, lamps and other items carried by large hardware stores. Exclusive territory and no house accounts. Full commission on all business. When writing state exact territory you cover and class of trade. Commissions from these lines will leave your main line earnings as clear income. THE WALTER S. KRAUS COMPANY, WOODSIDE, NEW YORK.

Sales Representatives Wanted

WELL KNOWN LOCK AND HARDWARE MANUFACTURER WANTS TRAVELING SALES REPRESENTATIVE

Duties—Sell hardware trade.
Locations—Mid-western territory—possibility of openings in other sections of country.
Requirements—Knowledge of line. Several years' selling experience as jobber's salesman or manufacturer's salesman of similar line. Age—preferably under forty. Good jobbing connections a decided asset.
Compensation—Salary and traveling expenses. No manufacturer's agent or men carrying other lines need apply.
Address Box E-27, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

MANUFACTURER'S REPRESENTATIVE DESIRED TO SELL nationally-known line of builders' hardware on commission basis. Must be well established with the trade. State lines handled and territory covered. Address Box E-80, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

HARDWARE MANUFACTURER WITH NATIONAL DISTRIBUTION has one or two open territories for commission salesmen having established clientele. Issues catalogue. Exclusive territory arranged. This is not a "side line." Applicant must be prepared to give full details and references. Address Box E-55, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

DISTRIBUTORS, JOBBERS, MANUFACTURERS' AGENTS, SALESMEN, United States—Canada. Sell Patented steel plastering gauges to builders—contractors. Gauges are used to replace wood grounds. Have merit and will sell by competent demonstration. Then sell to stores, building supply houses, dealers, etc. Write for territory. Address Landau, 2325 18th St., N. W., Washington, D. C.

Accounts Wanted

ESTABLISHED, WELL-RATED SALES ORGANIZATION calling upon wholesale and retail hardware stores, lumber yards and building material dealers in east central states is in position to handle additional volume lines. Manufacturers desiring representation in this territory write Box E-29, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

LINE WANTED BY REPRESENTATIVE WHO knows the trade in South Eastern Trade, who is producing on lines now carried. We need additional lines to hardware dealers, lumber yards, department stores, building material dealers, and general stores. We are producing. We want a volume line, a good paying commission line. Address Box E-54, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

Accounts Wanted

SOUTHERN CALIFORNIA AND ARIZONA TERRITORY. Builders' hardware and ware manufacturers represented. Experienced and aggressive manufacturers' representatives 100% sales effort and volume through desirable hardware and lumber trade. Number of lines sold, insuring sales cooperation and permanent connection. Can furnish desired references. Address Box E-89, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

Business Opportunities

WE SPECIALIZE IN SELLING PATENTED UNPATENTED INVENTIONS

to manufacturers who will pay you substantially in the way of cash and royalties. Write Patent Department for full particulars. No obligation.

THE INDUSTRIAL CORPORATION
Trust Company Building, Clearfield, Pa.

FOR SALE—TEXAS WHOLESALE WARE doing profitable business. If in Address Box E-52, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

FOR SALE—USED FLOOR SANDER built at factory. As low as 25%-50% of prices. Address Box D-974, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

FOR SALE—8 CABINETS HELLER DISPLAY cases, open top table, drawers. Address—Ringenburg Bros. Hardware Company, Pelletier, Ohio.

WILL SELL ESTABLISHED, EQUIPPED hardware, paint and housewares store doing a profitable business in prosperous town, 30 miles from Philadelphia. Clean modern stock, priced right. Own other business interests. Address Box E-87, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

FOR SALE: OLD, ESTABLISHED WARE and supply business, with splendid opportunity to expand. A-1 location, in Massachusetts City. An experienced man can buy this on very favorable terms. Stand strict investigation. Address Box E-88, care of HARDWARE AGE, 100 E. 42nd St., N. Y. City.

FOR IMMEDIATE SALE—OLD, ESTABLISHED hardware business in Galesburg, Illinois—population 30,000. Finest business where same business has been successfully conducted 50 years. Stock and fixtures \$4,500. Wonderful opportunity for perking an established business. Must be sold immediately—due to poor health. Write—Bros., Galesburg, Illinois.

The Story of the "WANT AD"

A Business paper's value as a vehicle for "Want Ads" depends upon *how widely and thoroughly it is read in its field.* Every classified advertiser in placing his advertisement in **HARDWARE AGE** offers spontaneous evidence of his conviction that this paper is *mostly widely and thoroughly read in the hardware trade.*

Year after year **HARDWARE AGE** has led its field in the volume of classified as well as display advertising published. Its classified columns have proved a valuable aid in bringing together buyer and seller, employer and employee. Those who contact the hardware trade most closely know, from observation and experience, that **HARDWARE AGE** is *mostly widely and thoroughly read by live hardware men.*

... **HARDWARE AGE** ...
100 East 42nd St., New York City

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COLORTO FUSES

THE COLOR TELLS THE SIZE



APPEAL

The variety of colors for the different sizes—color-branded cartons and 7-color display box attract attention. The "Plus-Values" turn interest into sales. It all adds up to more PROFITS for you.

Ask your Jobber for COLORTOPS
Write for sample

TRICO FUSE MFG. CO.
MILWAUKEE WISCONSIN



Moulded RUBBER GOODS & Specialties



PLAIN AND MUSHROOM BUMPERS
RUBBER HEAD NAILS • TOILET SEAT BUMPERS
CHAIR TIPS • CRUTCH TIPS • SUCTION RUBBERS
SEND FOR CATALOG OF COMPLETE LINE

The ELASTIC TIP

370 ATLANTIC AVE • BOSTON • MASS.



Every minute of every day someone is buying

MOORE

PUSH-PINS & PUSHLESS HANGERS

NATIONAL ADVERTISING is telling millions that there is no satisfactory substitute for MOORE Push-Pins and Pushless Hangers.

Let customers know you carry the complete MOORE line. Get the MOORE Display Cabinet. Sent FREE by your jobber with order for 72 assorted packets. Write him today.

MOORE PUSH-PIN CO.
113-125 Berkley St.
Phila., Pa.

ONLY HANGER WITH A TWIST



FREE DISPLAY

New Business Opportunities...

THE TRUE TEMPER TAPER FORGED SH

THE TRUE TEMPER DYNAMIC HAMM


THE TRUE TEMPER TOMMY AXE

Have set new highs...in buyer preference...in sales...because of tremendous improved design...utility...value.


For your profit's sake...be the first to display and

TRUE TEMPER PRODUCTS


big features make this Industrial Advertising Conference a "must" for you!




"CLINICS" . . . informal group discussions of "Tying in Advertising with Selling," "Getting Salesmen's Cooperation," "Direct Mail," "Measuring Results," "Market Information," "Copy Testing," "Programs that Management Will Approve," "Layout, Copy and Illustration," "Allocation of Budgets" and other problems. *Inside information on successful methods and campaigns, and an opportunity to have your questions answered.*




ADVERTISING DISPLAY . . . direct mail, publication ads, sales literature and company magazines that are being used by hundreds of large and small industrial advertisers. Awards for outstanding work. *Stimulating source of new ideas.*



GENERAL SESSIONS . . . led by national authorities, on current industrial advertising and sales developments. Enable you to keep abreast of trends that affect your business.



RELAXATION . . . annual banquet, show, and dance . . . publishers' reception . . . opportunity to visit friends . . . program for wives, including trip through Ford's Greenfield Village.



CUSTOMER CONTACTS . . . you can visit important customers in Detroit plants, see your company's products being used, get first-hand reactions to advertising, take photographs for use in your 1941 advertising and sales promotion.

GOING TO BUY A NEW CAR? — You can save money by taking delivery in Detroit and driving it home.

Markets and selling conditions are changing. But profitable sales await those alert companies who study the trends and improve their practices. At this Conference you will get new ideas that will help you do a better, more efficient job, and make your 1941 advertising and sales promotion program more effective.

All Industrial Advertising and Sales Executives Are Invited

If your company sells to other business organizations, rather than to the general public . . . you will find this Conference devoted 100% to *your* problems. You are invited to attend, whether or not you are a member of N. I. A. A.

Write now for program and advance registration form, to Mr. Henry Doering, Registration Chairman, Truscon Laboratories, Inc.; Box 69, Milwaukee Junction P. O., Detroit, Mich.

Advance Registration Saves You Time and Trouble

No waiting to register . . . your Conference and hotel registrations will be made in advance . . . card, badge, program and room key ready when you arrive—pay \$10 Conference fee and go directly to your room or to first meeting.

18th Annual **CONFERENCE and Exposition**
National INDUSTRIAL ADVERTISERS Association
SEPT. 18, 19, 20 . . . DETROIT . . . HOTEL STATLER

HARDWARE AGE

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HARDWARE

3 Great NEW Profit-Building Flashlight Values



INTRODUCING THE NEWEST COLORFUL, STREAMLINED, FAST-SELLING STYLE AND PRICE LEADERS

NOW BOND offers you three great new flashlight values that combine high quality, rich color and sensational price appeal.

1. NEW LOW-PRICED STREAMLINE LEADER-PLUS

A quality standard 2-cell spotlight in two color combinations to retail **complete at 59c.**

Available in the new BOND No. 4 Deal Display—3 red and black 2-cell focusing spotlights, packed with new colorful Three counter space saver displays, and 48 No. 102 Super Power mono-cells.

2. NEW STREAMLINED FIXT-FOCUS FAST SELLER

An extra quality streamlined 2-cell POWER CHIEF Fixt-Focus spotlight in choice of 3 colors to retail **complete at 79c.**

Available in new BOND No. 6 Deal Display—2 red, 2 blue and 2 black spotlights packed in beautiful Si-Me twin counter display, and 48 No. 102 Bond Super Power mono-cells.

3. SPECIAL STREAMLINED 3-CELL FIXT-FOCUS "DOLLAR" VALUE

First extra quality streamlined 3-cell POWER CHIEF Fixt-Focus spotlights to retail **complete with standard Bond mono-cells at 98c.**

Available in new Bond Deal Display No. 8—2 red, 2 blue and 2 black Focus 3-cell spotlights in rich colored Three-Three space saving counter display, and 48 No. 102 Bond Super Power mono-cells.

EVERY LIGHT MADE FROM SOLID DRAWN BRASS TUBES. Eye-filling color of vivid red, royal blue or rich black "rock crystal" finish and solid 22k chrome fittings—except that black cases in displays 6 and 8 have chromium plated fittings. Safety guard rail lock-on and flash contact switches. Removable moon bullet-type end caps with space for spare bulb. Each designed to retail at \$1.00 shown, complete with BOND Plastic Safety Seal 10c flashlight batteries—FRUIT DATED—SEALED POWER. . . . Order TODAY for prompt shipment. Ask your dealer's salesman for further details.

BOND ELECTRIC CORPORATION

Division of Western Cartridge Co.

CHICAGO, ILL.

NEW HAVEN, CONN.

SAN FRANCISCO, CALIF.



No. 4



No. 6



No. 8

AUGUST 22, 1940

57
I'LL BE SEEING
YOU SOON
with the biggest fall promotion
in Westinghouse history.

WATCH FOR THE FALL MARKET
SHOWING OF

NEW WESTINGHOUSE

TRAFFIC APPLIANCES



AUTOMATIC "POP-UP" TOASTER

Completely automatic operation, with silent thermostatic control. "Pops up" toast when it's done or makes Melba toast if desired. A new leader in the De luxe automatic toaster field.



AUTOMATIC SANDWICH GRILL

Thermostatic control maintains desired cooking temperature. Signal light tells when selected temperature is reached. A brand-new appliance to step up your holiday gift sales.



10-CUP COFFEE MAKER

New handle and base design facilitate removal of upper bowl and lifting of coffee maker from any angle. Wide mouth bowls for easy cleaning. A smartly styled, fast-selling, profitable item.



TWIN WAFFLE BAKE

Smartly streamlined, in new low design. Heat indicators tell when grids are at baking temperature. Pretreated grids—no greasing, no sticking. Its beauty and utility will sell it in volume.



7-CUP CHROME PERCOLATOR

Beautiful modern design, with nontarnishing chrome finish over solid copper body. Fuse protection against overheating.



ADJUST-O-MATIC HEATING PAD

Four separate thermostats give positive temperature control—at low, medium and high. Maximum safety and assurance of maintained heat.

GET THE
FIVE FOOT SHOP

Free!

This handsome, practical island display and floor selling center is designed to hold one each of the new Westinghouse Appliances.

Order a fast-selling assortment of these new appliances now—and get this "Five Foot Shop" without charge. See your distributor!



Westinghouse Appliances
"The Line of Least Resistance"

FALL MARKET

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TWIN

WAFFLE MAKER

Smartly structured,
low design. Has a
tell when grain is
temperature. Preserves
—no greasing, so more
beauty and still soft
in volume.

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